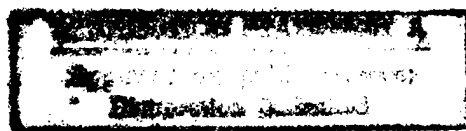
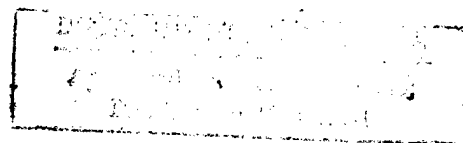
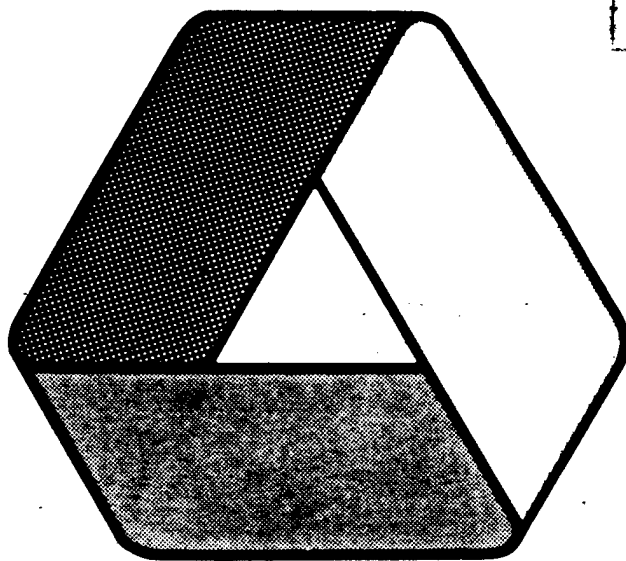


MORALE, WELFARE AND RECREATION (MWR)

WORLD-WIDE SURVEY ANALYSIS



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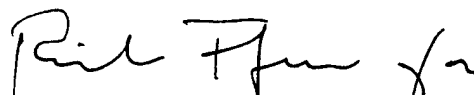
PREPARED BY:
US ARMY COMMUNITY AND FAMILY SUPPORT CENTER
LEISURE SALES AND SERVICES DIVISION
DACF-LSC
ALEXANDRIA, VA 22331-0512

**MEMORANDUM FOR DEFENSE TECHNICAL INFORMATION CENTER,
ATTN: DTIC-OMI [REDACTED]
8725 JOHN J. KINGMAN ROAD, SUITE 0944,
FORT BELVOIR, VA 22060-6218**

SUBJECT: Morale, Welfare, and Recreation (MWR) World-Wide Survey Analysis

- 1. Please insert attached subject report into DTIC for public release (Distribution A).**
- 2. POC for this study is Dr. Richard Fafara, (703-681-7436, fax 703-681-7440, or e-mail fafarar@hoffman-cfsc.army.mil).**
- 3. Thank you for your kind attention to this matter.**

Atch



**GEORGE A. GALLAGHER
Director, Strategic Planning and Policy
Directorate**



DEPARTMENT OF THE ARMY
U.S. ARMY COMMUNITY AND FAMILY SUPPORT CENTER
ALEXANDRIA, VA 22331-05

REPLY TO
ATTENTION OF

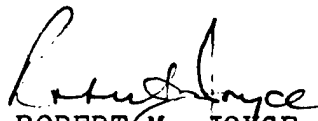
DACF-LSC

7 MAY 1985

SUBJECT: Analysis of Morale, Welfare and Recreation Survey
Data

1. The results of the Morale, Welfare and Recreation (MWR) Survey provided an opportunity for the Department of the Army to review opinions and interests in the world-wide MWR program. The survey also provided a wealth of information useful to the field for planning purposes.
2. Enclosed is the analysis of the world-wide data by DA program managers. You are encouraged to review it, and in conjunction with your installation analyses, make any program changes or modifications that are necessary to meet the needs and interests of the community.
3. The results of the survey culminate a three-year effort to evaluate MWR services provided to the military community. This effort was only possible through the support and cooperation of many individuals whose assistance is sincerely appreciated.

Encl


ROBERT M. JOYCE
Major General, USA
Commanding

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IT IS ASSUMED THAT ALL PERSONNEL WHO ARE INTERESTED IN REVIEWING THE MWR ANALYSIS WILL NOT HAVE ACCESS TO THE SURVEY BOOKLET. IT IS EQUALLY IMPORTANT TO CONSIDER THE QUESTIONS ADDRESSED (AND THE OPTIONS), AS IT IS TO EVALUATE THE RESPONSES. THEREFORE, THE FORMAT FOR THE HANDBOOK IS TO RESTATE EVERY QUESTION AS IT APPEARED IN THE SURVEY BOOKLET, FOLLOWED BY A SHORT ANALYSIS. WE TRUST THIS FORMAT WILL ENABLE YOU TO REVIEW THE CONTENTS EASILY AND QUICKLY.

INTRODUCTION

In FY 1983, the Morale, Welfare and Recreation Review Committee (MWRRC) determined that 13 MWR programs would be surveyed world-wide. Objectives of the survey were to determine:

- MWR program usage
- User attitudes towards MWR programs
- Non-use of on-post MWR programs
- Use of off-post civilian MWR related programs
- Future MWR trends

MACOMS were asked to identify installations/communities who would participate in the survey. Initially, 126 were identified; 116 actually participated. The installation sample size was determined by using random sample tables based on the desired degree of confidence (95%) and the approximate population strength.

Those surveyed were Army active duty service members in pay grades E1-06 assigned to the participating installations (excluding basic trainees and transients). Individuals participating in the survey were selected by using a randomly selected last digit of the SSAN.

A total of 45,450 surveys were sent to the participating installation/communities in February 1984 (this was more than the desired sample size to allow for non-respondents). The cutoff date for DA to receive the surveys was 31 August 1984. Actual number of surveys received was 33,853, and of this total, 32,545 were usable. Some answer sheets were eliminated due to incorrect zip codes, or use of ink, pen or light pencil that could not be read by the scanner.

At this point, the Personnel Information Systems Directorate (PERSINSD), who had developed the software for scanning and analysis, provided a myriad of support during the automation phase including production, research and systems analyses. Survey booklets were optically scanned and statistical reports were developed during October 1984 using the Statistical Package for the Social Sciences (SPSS). These preliminary reports, containing installation level analyses, were mailed to the participating installations in November 1984.

During the next several months, PERSINSD provided assistance in compiling weighted MACOM and Army-wide rollups. DA program managers were responsible for interpreting the data and providing a report (handbook) to the field.

When reading this report, it is important to bear in mind that some of the categories discussed are over-represented, while some are under-represented. This representation of the sample is of primary concern since program managers are interested in current and potential users in the total Army population. Comparisons in this report focus on grade and sex differences. The following two tables illustrate the sample representation for each of these categories and should be read carefully before interpreting the results presented in this report. Note the following grade distribution table. Overall, the differences between the Army population and the MWR sample by grade are minor. We can conclude that the survey provides a fairly accurate representation of the active duty Army population by grade. The one major difference which should be kept in mind is in grade E-1. The survey sample is under-represented by approximately 5% (N = 7.3%, n = 2.1%).

POPULATION

<u>Grade</u>	<u>Population N*</u> <u>(Total Army)</u>	<u>Population</u> <u>%</u>	<u>Sample n</u> <u>(MWR Survey)</u>	<u>Sample</u> <u>%</u>
E1	56,741	7.3%	690	2.1%
E2	53,269	6.8	1854	5.7
E3	100,324	12.9	3562	11.0
E4	181,400	23.3	8210	25.4
E5	120,800	15.5	5732	17.7
E6	87,248	11.2	4029	12.4
E7	50,786	6.5	2563	7.9
E8	15,724	2.0	805	2.5
E9	4,179	.5	248	.8
W1	2,237	.3	71	.2
W2	6,892	.9	234	.7
W3	4,304	.6	162	.5
W4	1,728	.2	77	.2
O1	10,973	1.4	277	.9
O2	13,085	1.7	553	1.7
O3	35,310	4.5	1545	4.8
O4	16,923	2.2	803	2.5
O5	10,889	1.4	643	2.0
O6	4,924	.6	321	1.0
	<u>778,148</u>			

*SOURCE: Enlisted Master File - DCSPER 31 Report, June 1984

The following table indicates the total number of males and females in the Army, and how well they are represented by the MWR Survey sample participants. Females are over-represented by 5%; males under-represented by 5%.

	<u>Population N</u> <u>(Total Army)</u>	<u>Population</u> <u>%</u>	<u>Sample n</u> <u>(MWR Survey)</u>	<u>Sample</u> <u>%</u>
Males	702,073	90.2	21,975*	85.2
Females	76,075	9.8	3,811*	14.8

*NOTE: There were 6762 non responses to the question "Are you male or female?" This poor response was attributed to the location of the question at the bottom of the survey form.

The survey was comprehensive to the extent it included the full range of the morale, welfare and recreation program: ACS, education, child care, sports, outdoor recreation, arts and crafts, recreation centers, music and theater, clubs, libraries and youth activities. As a group, these programs and activities provide MWR opportunities for all individuals who comprise the military community: youth, single service members, sole parents and family.

Both the installation and world-wide reports provide a basis to plan for future requirements. Continued information feedback is necessary if the MWR program is to keep pace with contemporary trends and interests of the military community. This first step has indicated to the community that we are concerned as to how they spend, or want to spend, their free time. They are now anticipating the second step.

For additional survey information, please contact USACFSC, ATTN: DACF-LSC, 2461 Eisenhower Avenue, Alexandria, VA 22331-0512, or phone Mr. B. McKeta, AV 221-8848/9.

SECTION I. MORALE, WELFARE AND RECREATION ACTIVITIES

A. ARMY COMMUNITY SERVICES (ACS)

1. Which services have you used at your CURRENT post, installation, or military community?

- ☐ None
- ☐ Information/referral/follow-up (e.g., consumer education, budget counseling, debt liquidation)
- ☐ Exceptional children (e.g., services for or information on mentally, emotionally, or physically handicapped children or gifted and talented children)
- ☐ Family advocacy (e.g., adoption, child or spouse abuse/neglect assistance)
- ☐ Relocation (e.g., community orientation, newcomer visits, household goods lending closet, welcome packet, community directory, post information files)
- ☐ Emergency (e.g., emergency clothing, food, or transportation)
- ☐ Counseling (e.g., individual, group, or marital)
- ☐ Community life (e.g., neighborhood assistance)
- ☐ Foster care
- ☐ Foreign born spouses
- ☐ Single parents
- ☐ Spouse employment or education assistance
- ☐ Economy families (e.g., outreach services to off-post housing areas)
- ☐ Other

--Of those responding to the survey 64% do not currently use ACS

--36% of those responding to the survey currently use some of the services provided by ACS. The top five are:

1. Information, referral and follow-up
2. Relocation
3. Consumer/financial assistance
4. Emergency assistance
5. Counseling

2. I have called, visited, or used ACS:

- | | |
|--|--|
| <input type="radio"/> Not at all | <input type="radio"/> 1-3 times a month |
| <input type="radio"/> A few times a year | <input type="radio"/> 1 or more times a week |

--The vast majority of users of ACS use them only a few times a year.

--Only 2% of the survey sample could be considered "regular customers" using ACS services two or more times a month.

--Only 1% use the services one or more times a week.

3. What are your reasons for NOT using ACS services more often?

- ☐ Does not apply; I have not had a need to call or visit ACS
- ☐ Operating hours do not fit my schedule
- ☐ ACS is not convenient
- ☐ Obtained help from another local Army agency
- ☐ Services I need are not offered
- ☐ Other

--Of those responding to the survey over 78% indicated they did not have a need to visit ACS.

--4.1% of those responding to the survey stated that the services they needed were not offered.

--3.9% of those responding received help from another local Army agency.

--3.0% of those responding indicated that ACS operating hours did not fit their schedule.

4. In general, how satisfied are you with the local Army ACS services?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

--Over 57% of those responding to the survey were satisfied with the ACS program.

How would you rate EACH of the following:

	<u>Very Good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Do Not Know</u>
5. Ease that staff can be contacted for assistance	20%	33%	22%	2%	1%	22%
6. Knowledge of staff	19	33	22	3	1	23
7. Attitude of staff	21	31	21	3	2	22
8. Quality of equipment	12	27	26	3	1	30
9. Variety of equipment	12	26	26	4	1	31
10. Availability of equipment	12	27	25	4	2	31

--The results in general reflect the attitude of the current users who responded.

SUMMARY

1. The profile of the ACS user in the 1984 MWR survey is:

	<u>ACS user</u>	<u>Sample Survey</u>
o Male	85%	85%
o Enlisted	87%	89%
o 21-30 years old	52%	89%
o Married	73%	56%
o Live on post	52%	58%

2. The primary users of ACS services are in the grades E1-E6.

o E1-E4	38%
o E5-E6	37%
o E7-E9	13%
o W1-W4	1%
o O1-O3	7%
o O4-O6	4%
	<u>100%</u>

3. The survey showed the following:

- Most frequently used ACS were information, referral and follow-up; relocation; and consumer/financial assistance.
- Only 2% of the survey sample could be considered "regular customers."
- 78% of the survey indicated that they did not have a need to visit ACS.
- Over 50% of the survey users were very positive regarding the attitude, knowledge and ease in obtaining assistance from the ACS staff.
- Over 57% of those responding were satisfied with the ACS program.

4. Indirect Services:

In contrast to these limited survey results, which are constrained by the population sampling design and the types of questions asked, it should be noted that a high percentage of ACS services are delivered in locations away from the ACS Center building and may not be discernible as sponsored by ACS. This is because of the ACS operating policy to work with and through commanders and other human services activities, both civilian and military, in co-sponsoring soldier and family education and prevention programs. Listed below is the total number of ACS personal services provided by category for FY 84 as extracted from the annual ACS Program Report.

CATEGORY OF ASSISTANCE

FY 84

Information and referral	1,068,873
Relocation assistance	755,997
Exceptional family member	11,846
Consumer affairs/financial assistance	93,542
Debt counseling	28,059
Emergency assistance	42,385
Family member employment	12,381
Foster care	2,599
Family advocacy	27,989
Community awareness and preventative education classes, briefing and workshop	<u>465,387</u> (Attendees)
	2,509,058

B. ARMY CONTINUING EDUCATION SYSTEM (ACES)

1. Which educational programs have you participated in at your CURRENT post, installation, or military community?

- ☐ None
- ☐ Basic Skills Education Program (BSEP)
- ☐ Advanced Skills Education Program (ASEP)
- ☐ High School Completion Program
- ☐ MOS Improvement courses
- ☐ Vocational-technical skill development courses
- ☐ Army Apprenticeship Program
- ☐ Lower Level College (2-year Associate Degree)
- ☐ Servicemembers Opportunity Colleges Associates Degree (SOCAD)
- ☐ Upper Level College (4-year Bachelors Degree)
- ☐ Graduate Level College (Masters Degree)
- ☐ English-as-a-second-Language
- ☐ Headstart Foreign Language
- ☐ Tuition Assistance
- ☐ Learning Centers
- ☐ College Level Exam Program (testing)
- ☐ Other

--Almost one-half (49%) of the survey respondents have participated in at least one of the Army education programs listed above at their current installation.

--Approximately 12% of all respondents enroll in the Basic Skills Education Program (BSEP); about 1 out of every 6 soldiers have enrolled in an MOS improvement course.

--Slightly less than 20% of all active duty soldiers enrolled in one of the college programs; approximately 9% took advantage of tuition assistance.

--Approximately 11% of respondents participated in the Headstart Foreign Language Program for soldiers stationed overseas.

--Participation in each of the following programs ranged between 2-3%: the Advanced Skills Education Program (ASEP), the High School Completion Program, Vocational-technical Skill Development courses, and the Army Apprenticeship Program.

2. In general, how satisfied are you with the Army Education Center?

- | | |
|--------------------------------------|---|
| <input type="radio"/> Very satisfied | <input type="radio"/> Dissatisfied |
| <input type="radio"/> Satisfied | <input type="radio"/> Very dissatisfied |
| <input type="radio"/> Neutral | |

--Among those participating in ACES programs, almost 79% expressed satisfaction with the Army Education Center; only 6.5% expressed dissatisfaction.

How would you rate EACH of the following:

	<u>Very Good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Do Not Know</u>
3. Ease that staff can be contacted for assistance						
4. Knowledge of staff						
5. Attitude of staff						
6. Quality of course/class of instruction						
7. Variety of information (brochures, pamphlets)						
8. Currency of information						

--Approximately 73% of all survey respondents who participated in ACES programs rated as "Good" or "Very Good" the ease with which staff can be contacted for assistance, the knowledge of the staff, and the attitude of the staff; only about 3% rated these three factors as "Poor" or "Very Poor."

--Slightly less than two-thirds of all respondents participating in ACES programs rated as "Good" or "Very Good" the quality of instruction, the variety of information, and the currency of information; only about 5% rated these 3 factors as "Poor" or "Very Poor."

--When all ACES programs (Item 1) are compared on the quality of instruction, the Advanced Skills Education Program (ASEP) ranks highest with more than 75% of the participants rating the quality of instruction as "Good" or "Very Good."

--Between 65-70% of ACES participants in the Basic Skills Education Program (BSEP), the High School Completion Program, and the various college programs, rate the quality of instruction as "Good" or "Very Good."

--The job training programs--MOS improvement and skill development--and Headstart Foreign Language received the lowest quality of instruction ratings; between 58-63% of the survey respondents rated these programs as "Good" or "Very Good."

SUMMARY

1. Almost 50% of the survey respondents had participated in an ACES education program at their current installation within the past year.

2. Slightly less than 20% of all active duty soldiers enrolled in one of the college programs, about one out of every six soldiers enrolled in an MOS improvement course; approximately 12% of all respondents enrolled in the Basic Skills Education Program (BSEP).

3. Among ACES participants, almost 79% expressed satisfaction with the Army Education Center.

4. Almost three-fourths of all ACES program participants rated the knowledge of the staff, the attitude of the staff, and the ease with which staff can be contacted for assistance as "Good" or "Very Good."

5. Slightly less than two-thirds of all ACES program participants rated as "Good" or "Very Good" the quality of instruction, the variety of information, and the currency of information.

6. Approximately 75% of all participants in the Advanced Skills Education Program (ASEP) rate the quality of instruction as "Good" or "Very Good;" the corresponding percentages for the Basic Skills Education Program (BSEP), the High School completion program, and the various college programs are 65-70%; MOS improvement, Skill Development, and Headstart Foreign Language received ratings of 58-63% "Good" or "Very Good."

7. Approximately 65% of all ACES participants felt that ACES helped them gain job skills; 62% thought ACES participation increased their job knowledge; about one out of three respondents perceived an increase in confidence and one out of four said that ACES participation improved their morale.

C. ARTS AND CRAFTS PROGRAM

1. Which activities have you used at your CURRENT post, installation, or military community?

- | | |
|--|---|
| <input type="radio"/> None | <input type="radio"/> Photography |
| <input type="radio"/> Auto shop for mechanic repairs | <input type="radio"/> Print making (silkscreen, block, lithography) |
| <input type="radio"/> Auto body shop | <input type="radio"/> Sculpturing |
| <input type="radio"/> Ceramics or pottery | <input type="radio"/> Stain glass making |
| <input type="radio"/> Enameling | <input type="radio"/> Upholstery |
| <input type="radio"/> Furniture refinishing | <input type="radio"/> Weaving, macrame, embroidery, knitting |
| <input type="radio"/> Jewelry making | <input type="radio"/> Woodworking |
| <input type="radio"/> Leather working | <input type="radio"/> Other |
| <input type="radio"/> Lapidary | |
| <input type="radio"/> Painting or drawing | |

--Of those responding to the survey, 50% currently do not use Arts and Crafts activities; 50% currently use some of the Arts and Crafts activities. The top five are:

- | | |
|-----------------------------------|-----|
| 1. Auto shop for mechanic repairs | 44% |
| 2. Woodworking | 13% |
| 3. Auto Body Shop | 10% |
| 4. Photography | 1% |
| 5. Ceramics or Pottery | 1% |

2. Which activities would you like to use in the future?
(Mark all that interest you, including those you use now)

- | | |
|--|---|
| <input type="radio"/> None | <input type="radio"/> Photography |
| <input type="radio"/> Auto shop for mechanic repairs | <input type="radio"/> Print making (silkscreen, block, lithography) |
| <input type="radio"/> Auto body shop | <input type="radio"/> Sculpturing |
| <input type="radio"/> Ceramics or pottery | <input type="radio"/> Stain glass making |
| <input type="radio"/> Enameling | <input type="radio"/> Upholstery |
| <input type="radio"/> Furniture refinishing | <input type="radio"/> Weaving, macrame, embroidery, knitting |
| <input type="radio"/> Jewelry making | <input type="radio"/> Woodworking |
| <input type="radio"/> Leather working | <input type="radio"/> Other |
| <input type="radio"/> Lapidary | |
| <input type="radio"/> Painting or drawing | |

--88% of those responding to the survey expressed a future interest in participating in these arts and crafts activities:

- | | |
|-------------------------------------|-----|
| 1. Auto shop for mechanical repairs | 19% |
| 2. Photography | 13% |
| 3. Woodworking | 12% |
| 4. Auto body shop | 12% |
| 5. Furniture refinishing | 1% |

3. I use Army arts and crafts:

- o Not at all
- o A few times a year
- o 2-4 times a month
- o 1 or more times a week

--The vast majority of users of arts and crafts activities use them only a few times a year. Only 10% of the survey sample could be considered "regular customers" using arts and crafts activities two or more times a month. Only 2.3% use the activities one or more times a week.

--People who NEVER use arts and crafts activities are:

1. Females (71%) more than males (59%)
2. Younger people; under 21 years (71%)
3. Lower grades; E1-E4 (69%)
4. Single "Never Married" (36%) are "never married" in the sample; however, only 27% of the users are "never married."
5. Living on or off-post does not appear to influence the use of arts and crafts activities.

4. What are your reasons for NOT using those activities more often?

- o Does not apply; I use them as often as my time allows.
- o I use them as often as I need to
- o Not interested in arts and crafts
- o Activities I like are not offered
- o Activity is too crowded
- o Cost to use activity is too much
- o Operating hours do not fit my schedule
- o No time for arts and crafts activities
- o Activity is too far from where I live
- o Did not know there were arts and crafts offered
- o Other

--Once you eliminate the people who did not answer the question, those who use as often as time allows, those who use as often as needed, and those not interested and have no time for arts and crafts, the results are as follows:

1. Operating hours do not fit my schedule	31%
2. Activity is too far from where I live	17%
3. Activities I like are not offered	14%
4. Did not know there were arts and crafts offered	12%
5. Other	11%
6. Activity is too crowded	10%
7. Cost is too much	5%
	<u>100%</u>

5. I use civilian arts and crafts:

- ☐ Not at all
- ☐ A few times a year
- ☐ 2-4 times a month
- ☐ 1 or more times a week

--The use of civilian arts and crafts program is negligible. This is reflected in the fact that only 3% of the survey user respondents resort to using civilian arts and crafts regularly.

6. What are your reasons for using civilian arts and crafts?

- ☐ Does not apply; I have not used civilian arts and crafts
- ☐ Availability of food and/or beverage
- ☐ Get away from the military environment
- ☐ Chance to meet non-military people
- ☐ Opportunity to try new places
- ☐ Cleanliness of facility
- ☐ Variety of activities offered
- ☐ Quality of service/attitude of employees
- ☐ More convenient operating hours
- ☐ Cost to use activity is cheaper
- ☐ Activity is closer to where I live
- ☐ Quality of equipment, materials
- ☐ Variety of equipment, materials
- ☐ Availability of equipment, materials
- ☐ Other

--The very small percentage of military personnel who use civilian arts and crafts programs do it for the following reasons:

- | | |
|---|-----|
| 1. Get away from the military environment | 28% |
| 2. Chance to meet non-military people | 22% |
| 3. Quality of service/employee attitude | 21% |
| 4. Opportunity to try new places | 19% |
| 5. Variety of equipment | 18% |
| 6. Cheaper and closer to home | 18% |

7. In general, how satisfied are you with the local Army arts & crafts?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

--Arts and crafts personnel can be proud of the satisfaction level they have obtained for the program. Each table of sex, grade and age shows the percent of users who are very satisfied with arts and crafts. It is much greater than the combined percent of very dissatisfied and dissatisfied.

	<u>Very Satisfied/ Satisfied</u>	<u>Dissatisfied/ Very Dissatisfied</u>
Male	52%	7%
Female	7%	1%
Age 21-40	45%	6%
Enlisted	50%	6%
Officer	8%	1%

How would you rate EACH of the following:

	<u>Very Good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Do Not Know</u>
8. Ease that staff can be contacted for assistance						
9. Knowledge of staff						
10. Attitude of staff, employees						
11. Cleanliness of facility						
12. Operating hours						
13. Quality of equipment, materials						
14. Availability of equipment, materials						
15. Variety of equipment, materials						
16. Classes of instruction						
17. Special events (contests, exhibits, art or craft shows)						
18. Cost to use equipment, materials						

--The results in general reflect the attitude of the current users. Approximately 63% of the respondents did not answer these questions or answered "do not know."

	<u>Very Good/ Good</u>	<u>Very Poor/ Poor</u>
8. Ease of obtaining staff assistance	65%	5%
9. Knowledge of staff	67%	5%
10. Attitude of employees	62%	8%
11. Cleaniness of facility	64%	5%
12. Operating hours	49%	16%
13. Quality of equipment	61%	7%
14. Availability of equipment	58%	10%
15. Variety of equipment	59%	9%
16. Classes	54%	11%
17. Special events	49%	11%
18. Cost	59%	7%

SUMMARY

1. The profile of the arts and crafts user who participated in the 1984 MWR Survey is:

Male	89%
Enlisted	87%
26-30 years	24%
Married	64%
Lives on post	56%

2. The primary users are in grades E1-E6:

E1-E4	are least likely users
E5-E6	are most likely users
E7-E9	use the facilities the most

3. The amount of leisure time (5-10 hours week) available to E3-E6 is 22%.

4. Of those assigned to the same installation for a year (31%), 12% did not know that arts and crafts activities were offered.

5. A large percent of those surveyed (88%) indicated they would like to use arts and crafts in the future. The auto shop could increase by 73%.

D. BOWLING PROGRAM

1. I bowl at my CURRENT post, installation, or military community:

- o Not at all
- o 2-4 times a month
- o A few times a year
- o 1 or more times a week

--50% never bowl, 51% do bowl; 32% bowl a few times yearly;
12% bowl 2-4 times monthly and 7% bowl 1 or more times weekly.

2. What are your reasons for NOT bowling more often?

- o Does not apply; I bowl as often as my time allows
- o Not interested in bowling
- o Too crowded; wait too long
- o Cost too much
- o No time to bowl
- o Operating hours do not fit my schedule
- o Bowling center is too far from where I live
- o Did not know there was a bowling center
- o Other

--34% are not interested in bowling; 21% bowl as often as time allows; 13% consider facilities too crowded requiring too long a wait to bowl; only 3% responded that bowling cost too much.

3. I bowl at civilian bowling centers:

- o Not at all
- o 2-4 times a month
- o A few times a year
- o 1 or more times a week

--76% never use; 19% use a few times yearly; 4% use 2-4 times monthly and 2% use 1 or more times weekly.

4. What are your reasons for bowling at civilian bowling centers?

- o Does not apply; I have not bowled at civilian bowling centers
- o Availability of food and/or beverage
- o Get away from the military environment
- o Opportunity to try new places
- o Cleanliness of bowling center
- o Availability of other activities
- o Quality of service/attitude of employees
- o Close to where I live
- o More convenient operating hours
- o Quality of equipment, materials
- o Variety of equipment, materials
- o Availability of equipment, materials
- o Other

--63% never use; 9% use to get away from the Army environment;
 5% use to experience new places; 4% use because of location -
 closer to where they live; 3% use because of the quality of
 equipment.

5. In general, how satisfied are you with the local Army Bowling Center?

o Very satisfied o Neutral o Very Dissatisfied
 o Satisfied o Dissatisfied

--56% are satisfied to very satisfied; 33% are neutral (non-
 committed) and 11% are dissatisfied to very dissatisfied.

How would you rate EACH of the following:

	<u>Very</u> <u>Good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very</u> <u>Poor</u>	<u>Do Not</u> <u>Know</u>
6. Ease that staff can be contacted for assistance						
7. Knowledge of staff						
8. Attitude of staff						
9. Cleanliness of center						
10. Quality of equipment						
11. Variety of equipment						
12. Availability of equipment						
13. Cost to bowl						
14. Waiting time to bowl						

--Getting Assistance: 36% good; 31% average; 14% very good;
 5% poor - very poor.

--Knowledge: 34% good; 32% average; 11% very good;
 5% poor - very poor.

--Attitude: 34% good; 32% average; 12% very good; 7% poor -
 very poor.

--Cleanliness: 36% good; 31% average; 14% very good; 8%
 poor - very poor.

--Quality of equipment: 29% good; 34% average; 10% very good;
 14% poor - very poor.

--Variety of equipment: 28% good; 38% average; 8% very good;
 13% poor - very poor.

--Availability of equipment: 30% good; 37% average; 9% very
 good; 12% poor - very poor.

--Cost to bowl: 34% good; 54% average; 15% very good; 5% poor -
 very poor.

--Waiting time to bowl: 24% good; 35% average; 8% very good;
 20% poor - very poor.

--Question 1a shows that 18% of those responding bowled on-post between 2-4 times monthly (12%) and 1 or more times weekly (7%). This group represents the hard core bowlers among soldiers.

Survey responses for this group:

- a. Age: 13% under age 35; 27% under age 21; 28% between 21-25; 19% between ages 26-31; 13% between ages 31-35.
- b. Grade: 93% are grades E-1 - E-9; 51% grades E-1 - E-4; 31% grades E-5 - E-6; 12% grades E-7 - E-9.
- c. Marital Status: 35% have never been married; 55% are currently married.
- d. Education: 59% have completed high school; 30% have completed some college.

SUMMARY

Survey responses would indicate that the split between bowlers and non-bowlers among soldiers is about equal. Many are occasional bowlers and represent a ready resource from which to recruit additional league bowlers. Army hard core bowlers represent 18%. This group is predominantly composed of grade E-1 - E-6 and 55% are under age 25; 87% are under age 35. Most are married (55%) and are educated (98%). 63% live on-post. They rank on-post bowling centers good to average in most categories. About 5% ranked them poor to very poor; 10-15% ranked centers very good. 5% considered cost of bowling poor to very poor. A 20% dissatisfaction with waiting to bowl could suggest a need to speed up league play and to evaluate local policies for reserving alleys for open bowling.

E. CHILD CARE PROGRAM

1. Which child care services have you used at your CURRENT post, installation, or military community?

- | | |
|---|--|
| <input type="radio"/> None | <input type="radio"/> Part day care |
| <input type="radio"/> Full day care | <input type="radio"/> Before/after school care |
| <input type="radio"/> Hourly (drop-in) care | <input type="radio"/> Evening hours care |
| <input type="radio"/> Weekend care | <input type="radio"/> Family day care home |
| <input type="radio"/> Overnight care | <input type="radio"/> Other |

--13% of respondents currently use Army Child Care Services. Of those services use, the top five are:

- | | |
|-----------------------------|-----|
| 1. Hourly care | 34% |
| 2. Full-day care | 26% |
| 3. Part-day care | 16% |
| 4. Evening hours care | 10% |
| 5. Before/after school care | 6% |
| 6. Other | 8% |

2. I use child care services:

- | | |
|---|---|
| <input type="radio"/> Not at all | <input type="radio"/> 21-30 hours a week |
| <input type="radio"/> 1-5 hours a week | <input type="radio"/> 31-40 hours a week |
| <input type="radio"/> 6-20 hours a week | <input type="radio"/> 41 or more hours a week |

--21% of respondents use some form of child care

--53% of those use short-term care

--47% demonstrated a need for regularly scheduled care

--Ethnic background of those who use child care:

56% are Caucasian

44% are other racial-ethnic groups (32% of those are black)

3. What are your reasons for NOT using Army child care services more often?

- ☐ Does not apply; I use child care as often as I need to
- ☐ Condition of facility is poor
- ☐ Cost is too much
- ☐ Child care facility is too far from where I live
- ☐ Quality of staff is poor
- ☐ Quality of program is poor
- ☐ Facility is too crowded
- ☐ Child care is not available
- ☐ Other

--63% of respondents indicated the following reasons for not using Child Care Services more often:

- | | |
|--------------------------------|-----|
| 1. Care not available | 36% |
| 2. Costs too much | 15% |
| 3. Care too far away from home | 13% |
| 4. Crowded facility | 12% |
| 5. Poor facility | 8% |

4. I use civilian child care services:

- | | |
|---|---|
| <input type="radio"/> Not at all | <input type="radio"/> 21-30 hours a week |
| <input type="radio"/> 1-5 hours a week | <input type="radio"/> 31-40 hours a week |
| <input type="radio"/> 6-20 hours a week | <input type="radio"/> 41 or more hours a week |

--82% of those responding to the survey indicated they never use civilian child care services.

--18% of those responding do use civilian child care.

--The largest group of those using civilian child care (28%) use services 1-5 hours per week.

5. What are your reasons for using civilian child care services?

- ☐ Does not apply; I have not used civilian child care services
- ☐ Cost is cheaper
- ☐ Quality of staff is good
- ☐ Quality of program is good
- ☐ Condition of child care facility is good
- ☐ Facility is not crowded
- ☐ More convenient operating hours
- ☐ Facility is closer to where I live
- ☐ Other

--The top three reasons given for using civilian child care include:

- | | |
|------------------------------------|-----|
| 1. More convenient operating hours | 16% |
| 2. Facility closer to home | 16% |
| 3. Staff quality good | 15% |

6. In general, how satisfied are you with the local Army Child Care Services?

- | | |
|--------------------------------------|---|
| <input type="radio"/> Very satisfied | <input type="radio"/> Dissatisfied |
| <input type="radio"/> Satisfied | <input type="radio"/> Very dissatisfied |
| <input type="radio"/> Neutral | |

--Over one-third of CDS patrons are very satisfied or satisfied with Army Child Care Services.

How would you rate EACH of the following:

7. Availability of full day care

--Approximately one-third of respondents found the availability of full-day care to be very good/good.

8. Availability of hourly care

--One-third of respondents found the availability of hourly care to be very good/good.

9. Fees charged

--Almost one-third of respondents rated fees charged as very good/good.

10. Operating hours

--28% rated operating hours very good/good

11. Quality of program

--Almost one-third of respondents found the quality of CDS program to be very good/good.

12. Attitude of staff

--34% of respondents found the attitude of CDS staff to be very good/good.

13. Attitude of management

--Almost one-third found the attitude of CDS management to be very good/good.

14. Quality of staff

--One-third of respondents rated the quality of CDS staff as being very good/good.

--11% found the quality of staff poor.

SUMMARY

1. Rank of those who use Army Child Care:

- a. 67% are E-6 and below
- b. 14% are E-7 to E-9
- c. 3% are W1 - W4
- d. 11% are O1-O3
- e. 5% are O4-O6

2. Marital status of those who use child care

- a. 89% are married
- b. 10% are single parents (never married, divorced, widowed, etc.)
- c. 1% (other)

3. Where those who use child care live:

- a. 50% live on post
- b. 47% live off post

F. CLUB PROGRAM

1. I use the Army Club at my post, installation, or military community for food, beverages, and/or entertainment:

- o Not at all
- o Less than once a month
- o 1-3 times a month
- o 4-7 times a month
- o 8 or more times a month

	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Not at all	30%	26%	12%
Less than once a month	22	30	29
1-3 times a month	23	25	34
4-7 times a month	12	10	14
8 or more times a month	13	9	11

--Use of Army clubs is reasonably consistent among the ranks, except that the percentages for enlisted who do not use the club at all is twice as high as that of Warrant Officers/Officers. Army-wide projections based on these percentages would result in almost 118,000 E1-E4 soldiers, 72,000 E5-E9 soldiers and 12,800 WO/OFF who never use Army clubs.

--Over one-half of all soldiers use Army clubs less than once a month (including not at all) and over 75% use clubs less than once a week. This leaves only 25% of soldiers who use the club at least weekly.

2. What are your reasons for NOT using the Army Club more often?

- o Does not apply; I use the Club as often as my time allows
- o Service of club personnel
- o Quality of food and/or beverage
- o Prices for food and/or beverage
- o Type of entertainment offered
- o Ethnic mix
- o Lack of or not enough family oriented activities
- o Club decor, appearance furnishings
- o Attitude of the management
- o Club is too far from where I live
- o Club is too crowded
- o Did not know there was a club at my installation
- o There is no club at my installation that I am eligible to use
- o I am not eligible to use a club
- o Other

	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
NA-use club if time allows	42%	41%	37%
Service of club pers	6	10	18
Quality of food, bev	8	13	31
Prices for food, bev	9	11	21
Type of entertainment	23	26	29
Ethnic mix	9	8	3
No family activities	5	14	10
Decor, appearance	5	7	11
Attitude of the mgmt	6	9	12
Club is too far away	6	8	15
Club is too crowded	15	14	5
Not know of club	2	.4	0
No club elig to use	1	.6	.6
Not elig to use a club	2	.4	.3
Other	12	12	10

--Service members were asked to check all responses that applied.

--For E1-E4s, the primary reason for not using the club was the type of entertainment. This was followed by the club being too crowded and the price of food and beverage. For E5-E9s, the type of entertainment offered was selected the most times, followed by lack of, or not enough, family activities. Their third most frequently chosen response was the club being too crowded.

--WO and Officers selected the quality of food and beverage as their most often cited reason for not using Army clubs, followed by the type of entertainment and the price of food and beverage.

3. I use civilian places for food, beverage, and/or entertainment:

- o Not at all
- o Less than once a month
- o 1-3 times a month
- o 4-7 times a month
- o 8 or more times a month

	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Not at all	14%	14%	5%
Less than once a month	12	16	11
1-3 times a month	28	34	36
4-7 times a month	21	19	29
8 or more times a month	27	16	19

--It is interesting to note that E1-E4's patronize civilian places "eight or more times per month" which is at a rate higher than that of E5-E9's and WO/OFF, but is less than those groups for almost every other "out" category. Also, the numbers of both enlisted categories who do not use civilian places at all is at a rate that is three times higher than that of officers.

4. What are your reasons for using civilian places?

- o Does not apply; I have not used civilian places
- o Quality of food and/or beverage
- o Prices of food and/or beverage
- o Get away from the military environment
- o Opportunity to try new places
- o Chance to meet non-military people
- o Cost of entertainment is cheaper
- o Atmosphere, decor, furnishings
- o Cleanliness of facility
- o Entertainment offered
- o Closer to where I live
- o More convenient hours of operation
- o Use of major credit cards
- o Quality of service/attitude of employees
- o Other

	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Not use civ places	14%	15%	5%
Qual food, beverage	31	32	52
Price food, beverage	12	14	29
Away from military	57	45	43
To try new places	41	40	56
Meet non-military	37	25	21
Cheaper entertainment	6	6	8
Atmosphere, decor	28	28	39
Clean facilities	9	10	13
Entertainment offered	29	27	32
Closer to home	10	15	24
More convenient hour	20	17	20
Use credit cards	3	9	19
Qual svc; attit empl	14	17	24
Other	3	4	5

--The two most often chosen responses for enlisted soldiers were first, "to get away from the military environment" and second, "to try new places." WO/OFF selected "to try new places" as their number one choice, followed by "the quality of food and beverage." Third most selected response for E1-E4's was "to meet non-military people;" for E5-E9's "quality of food and beverages," and for WO/OFF, "to get away from the military environment. Getting away from the military environment was selected by all ranks, as one of their first three choices, as was trying new places.

5. What are your reasons for using the local Army Club?

- | | |
|--|--|
| <input type="radio"/> Quality of food | <input type="radio"/> Check cashing services |
| <input type="radio"/> Quality of beverage | <input type="radio"/> To meet members of the opposite sex |
| <input type="radio"/> Price of food | <input type="radio"/> Quality of entertainment |
| <input type="radio"/> Price of beverage | <input type="radio"/> Use of major credit cards |
| <input type="radio"/> To relax and/or to socialize | <input type="radio"/> Ethnic mix |
| <input type="radio"/> Nearest place for food, beverage, and/or entertainment | <input type="radio"/> Quality of service/attitude of employees |
| <input type="radio"/> Atmosphere, decor, furnishings | <input type="radio"/> Close to where I live |
| | <input type="radio"/> Other |

	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Quality of food	12%	13%	12%
Quality of beverage	12	11	7
Price of food	20	25	22
Price of beverage	28	30	25
To relax, socialize	48	45	45
Near food, bev, entert	31	21	27
Atmosphere, decor	5	6	5
Check cashing service	12	20	46
Meet opposite sex	24	14	6
Quality entertainment	8	8	3
Use credit cards	.7	.6	2
Ethnic mix	6	7	2
Qual svc; attit empl	4	5	4
Close to home	20	17	18
Other	6	10	18

--Nearly half of all soldiers selected "to relax and socialize" as their number one reason for using the local Army club. Officers placed a slightly greater importance on the check cashing services. Another choice picked frequently, was that the club is the nearest place for food, beverage and entertainment; this shows the importance of location to soldiers who decide to go out for the evening.

--Other more frequently selected responses were the price of the food and beverages, close to home, and meeting the opposite sex.

--Least selected reasons were quality of entertainment, quality of service/employee attitudes, and atmosphere and decor.

6. In general, how satisfied are you with the local Army Club?

- | | |
|--------------------------------------|---|
| <input type="radio"/> Very satisfied | <input type="radio"/> Dissatisfied |
| <input type="radio"/> Satisfied | <input type="radio"/> Very dissatisfied |
| <input type="radio"/> Neutral | |

	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Very satisfied	9%	9%	8%
Satisfied	40	40	35
Neutral	31	27	24
Dissatisfied	14	16	22
Very Dissatisfied	6	8	12

--The satisfaction rate with the local Army club is reasonably consistent for all ranks. At least 42% of each rank grouping were satisfied or very satisfied, while about 26% of all ranks were neutral. The dissatisfaction rate, however, increased with rank for both dissatisfied and very dissatisfied responses.

How would you rate EACH of the following:

	<u>Very Good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Do Not Know</u>
7. Quality of service/attitude of employees						
8. Food prices						
9. Beverage prices						
10. Quality of food						
11. Quality of beverages						
12. Quality of entertainment						
13. Appearance, cleanliness						
14. Hours of operation						
15. Amount of dues						

7. QUALITY OF SERVICE:	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Very Good	10%	11%	13%
Good	34	32	32
Average	38	36	34
Poor	10	12	14
Very Poor	5	5	7
Do not know	4	4	.9

--All ranks were within a few percentage points of each other in ranking the quality of service/attitude of employees.

--Overall responses showed 70% believed the quality of service and attitude of employees was average or better, and 44% believed it good or very good. WO/OFF provided slightly more poor and very poor ratings than the other ranks.

8. FOOD PRICES:	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Very good	8%	11%	8%
Good	32	32	28
Average	41	38	40
Poor	9	10	17
Very Poor	3	4	6
Do not know	7	6	1

--On the average, for all ranks, 81% of soldiers thought that Army club food prices were average or better, while 41% believed they were good to very good. Approximately 13% of enlisted personnel reported that food prices were poor to very poor, and 23% of the officers gave the same responses.

9. BEVERAGE PRICES:	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Very good	11%	13%	13%
Good	34	36	36
Average	38	35	36
Poor	9	8	9
Very poor	4	3	4
Do not know	4	5	3

--Beverage prices are rated average or better by 84% of the responding soldiers and good or better by 47%. Approximately 12% of the soldiers listed poor or very poor. Variances between ranks were almost negligible.

10. QUALITY OF FOOD	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Very good	7%	9%	6%
Good	28	28	26
Average	43	39	38
Poor	11	13	19
Very Poor	4	5	10
Do not know	7	6	1

--Ratings for the quality of food offered by Army clubs was 76% for average and better and 35% for good and very good. Within ranks, responses were fairly consistent, though officer ratings were a little lower than that of the enlisted ranks. In the poor and very poor response choices, ratings increased with rank. E1-E4's in 15% of the cases believed the food was poor or very poor; E5-E9's, 18%; and WO/OFF, 28%.

11. QUALITY OF BEVERAGES:	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Very Good	10%	11%	8%
Good	34	35	36
Average	42	41	45
Poor	7	6	6
Very Poor	8	2	2
Do not know	4	5	3

--Raings among the reporting ranks were consistent for all responses. 87% of those surveyed reported that the quality of beverages were average or better, with almost 45% saying they were good and very good. Less than 8% reported beverages served by Army clubs to be poor or very poor.

12. QUALITY OF ENTERTAINMENT:	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Very Good	7%	7%	3%
Good	23	22	12
Average	37	32	29
Poor	17	19	26
Very Poor	11	12	18
Do not know	5	7	12

--Almost one-third of those surveyed thought that entertainment provided in Army clubs was of poor or very poor quality. Officers reported much greater dissatisfaction than enlisted members.

13. APPEARANCE, CLEANLINESS:	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Very Good	10%	12%	12%
Good	34	33	32
Average	41	38	38
Poor	8	9	12
Very Poor	3	5	5
Do not know	4	3	.5

--83.8% of soldiers surveyed, reported that the appearance and cleanliness of their clubs were average or better, with 44.4% stating that they were good and very good. Only 13.2% reported poor or very poor responses. Within ranks, the numbers reported were consistent for all types of clubs.

14. HOURS OF OPERATION:	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Very Good	8%	10%	8%
Good	33	33	34
Average	40	40	41
Poor	10	9	11
Very Poor	4	4	5
Do not know	4	4	2

--There was very little difference among the ranks in their ratings of hours of operation. 82% felt that the hours were average or better, while only 14% rated them poor or very poor. However, 40% of those surveyed rated them average (leaving 42% rating club hours as good or very good.

15. AMOUNT OF DUES:	<u>E1-E4</u>	<u>E5-E9</u>	<u>CO-WO</u>
Very Good	8%	15%	9%
Good	22	24	22
Average	36	32	44
Poor	5	5	12
Very Poor	3	4	9
Do not know	24	20	5

--Ratings for the amount of dues charged by clubs varied, with officers providing poorer ratings than the enlisted ranks. This is probably due to officers clubs having higher dues while some enlisted clubs have no dues. E5-E9's reported a 15% "very good" rating. All ranks were approximately equal in giving a 22% average rating for the good response. Almost 44% of the WO/OFF felt dues charged were average, while the enlisted personnel averaged about 34%. 21% of the WO/OFF believed dues were poor or very poor, while only about 9% of the enlisted felt they were poor or very poor.

SUMMARY

In general, 86% of individuals surveyed indicated satisfaction with clubs. However, analysis of survey data indicated significant improvements are needed in marketing club programs and activities; determining customer desires for programs and activities; increased emphasis on quality food and food service programs; more variety in entertainment offered; and, most importantly, more family-oriented programs.

G. INDOOR ATHLETIC (GYMNASIUM) ACTIVITIES

1. Which gym activities have you used at your CURRENT post, installation, or military community?

- | | |
|--|---|
| <input type="radio"/> None | <input type="radio"/> Judo, karate |
| <input type="radio"/> Badminton | <input type="radio"/> Sauna or steam bath |
| <input type="radio"/> Basketball | <input type="radio"/> Swimming (indoor) |
| <input type="radio"/> Boxing | <input type="radio"/> Tennis |
| <input type="radio"/> Exercise equipment (nautilus, universal) | <input type="radio"/> Volleyball |
| <input type="radio"/> Handball, squash, racquetball | <input type="radio"/> Weight lifting |
| <input type="radio"/> Jogging | <input type="radio"/> Wrestling |
| | <input type="radio"/> Other |

--29% of the respondents indicated a preference for the weight/exercise activities. Another 10% were interested in the sauna/steam area. These are amenities associated with health spas. This would indicate health spas are as popular with soldiers as they are with civilians. Commanders should assure that these activities are available to approximate their civilian counterparts since this type of activity is the most popular in the gyms.

2. Which activities would you like to use in the future? (Mark all that interest you, including those that you use now)

- | | |
|--|---|
| <input type="radio"/> None | <input type="radio"/> Judo, karate |
| <input type="radio"/> Badminton | <input type="radio"/> Sauna or steam bath |
| <input type="radio"/> Basketball | <input type="radio"/> Swimming (indoor) |
| <input type="radio"/> Boxing | <input type="radio"/> Tennis |
| <input type="radio"/> Exercise equipment (nautilus, universal) | <input type="radio"/> Volleyball |
| <input type="radio"/> Handball, squash, racquetball | <input type="radio"/> Weight lifting |
| <input type="radio"/> Jogging | <input type="radio"/> Wrestling |
| | <input type="radio"/> Other |

--A very large percent (34%) of personnel using Army gyms would like to see more health spa activities in the future. It is also significant 12% of those responding would enjoy indoor swimming. In view of Congress reluctance to approve indoor swimming pools, this info might be used as justification in construction projects.

3. I use the gym:

- | | |
|--|--|
| <input type="radio"/> Not at all | <input type="radio"/> 2-4 times a month |
| <input type="radio"/> A few times a year | <input type="radio"/> 1 or more times a week |

--40% of those who completed the survey either never, or only a few times a year, use the gym. This would indicate that the activities offered at the gym are not being widely publicized. All media outlets on post should be used to publicize the activities to include an information paper to each post unit, detachment, or other elements of the activities available and hours of operation.

4. What are your reasons for NOT using the gym more often?

- o Does not apply; I use the gym as often as my time allows
- o Not interested in gym activities
- o Gym is too crowded
- o Activities I like are not offered
- o Gym is too far from where I live
- o No time for gym activities
- o Did not know there was a gym
- o Other

--Almost 20% of those responding indicated they have no time for gym activities. Perhaps this means they don't know what the facility has to offer. Mandatory PT or unit sports activities programs could be scheduled around the gym to acquaint soldiers with what is offered.

5. I use civilian gyms (such as YMCA, racquet club, recreation center):

- o Not at all
- o A few times a year
- o 2-4 times a month
- o 1 or more times a week

--A little better than 20% of those responding use civilian gyms at least a few times a year.

6. What are your reasons for using civilian gyms?

- o Does not apply; I have not used civilian gyms
- o Availability of food and/or beverage
- o Get away from the military environment
- o Chance to meet non-military people
- o Opportunity to try new places
- o More convenient operating hours
- o Quality of service/attitude of employees
- o Cleanliness of facility
- o Quality of equipment, materials
- o Variety of equipment, materials
- o Availability of equipment, materials
- o Facility is close to where I live
- o Other

--It appears a significant number of personnel using civilian gyms use them because of certain amenities that are available. If the same amenities are not available at Army gyms, consider the reason(s) they are not available.

7. In general, how satisfied are you with the local Army gym?

- ☐ Very Satisfied ☐ Neutral ☐ Very dissatisfied
☐ Satisfied ☐ Dissatisfied

--Approximately 14% of the personnel using Army gyms are either dissatisfied or very dissatisfied. Determine from questions asked in the survey the reasons for this dissatisfaction. Consider conducting activities respondents indicate they desired.

How would you rate EACH of the following:

- | | <u>Very
Good</u> | <u>Good</u> | <u>Average</u> | <u>Poor</u> | <u>Very
Poor</u> | <u>Do Not
Know</u> |
|--|----------------------|-------------|----------------|-------------|----------------------|------------------------|
| 8. Ease that staff can be contacted for assistance | | | | | | |
| 9. Knowledge of staff | | | | | | |
| 10. Attitude of staff | | | | | | |
| 11. Cleanliness of gym | | | | | | |
| 12. Quality of equipment | | | | | | |
| 13. Variety of equipment | | | | | | |
| 14. Availability of equipment | | | | | | |

8. EASE THAT STAFF CAN BE CONTACTED FOR ASSISTANCE:

--9% indicated staff assistance at Army gyms was difficult to obtain. Determine why this is so. Consider if Army gyms are adequately staffed and personnel properly trained in their duties.

9. KNOWLEDGE OF STAFF:
10. ATTITUDE OF STAFF:

--12% indicated staff knowledge was poor or very poor. 13% indicated staff attitude was poor or very poor. Consider training programs for the staff in dealing with the public.

11. CLEANLINESS OF GYM:

--9% indicated the cleanliness of the gym was either poor or very poor. Determine the cause(s). This could be a factor in military personnel using civilian facilities.

12. QUALITY OF EQUIPMENT:
13. VARIETY OF EQUIPMENT:
14. AVAILABILITY OF EQUIPMENT:

--A very large percentage are not satisfied with the quality of equipment (16%); variety of equipment (20%); and availability of equipment (20%). Determine the reasons. Consider procuring state of the art equipment, not just equipment that is in the Federal Supply System.

H. LIBRARY PROGRAM

1. For what reasons do you use the Post Library at your CURRENT post, installation, or military community?

2. What would you like to use the Post Library for in the future?
(Mark all that interest you, including those that you use now:

- | | |
|--|---|
| <input type="checkbox"/> None | <input type="checkbox"/> War games |
| <input type="checkbox"/> Education/study purpose | <input type="checkbox"/> Mission support needs |
| <input type="checkbox"/> Use magazines, newspapers | <input type="checkbox"/> Self-improvement |
| <input type="checkbox"/> Read and/or borrow books | <input type="checkbox"/> Keep current with events |
| <input type="checkbox"/> Listen and/or borrow records, tapes | <input type="checkbox"/> Computer terminals for study/ personal use |
| <input type="checkbox"/> Relaxation | <input type="checkbox"/> Video cassette programs |
| <input type="checkbox"/> Attendance at special programs | <input type="checkbox"/> 8/16 mm films |
| <input type="checkbox"/> Research, reference | <input type="checkbox"/> Large print books |
| <input type="checkbox"/> Art prints | <input type="checkbox"/> Other |
| <input type="checkbox"/> Video discs | |

--Of those responding to the survey question "For what reasons do you use the post library at your current post, installation, or military community?" 85% indicated they used the library.

--The reasons for current use of the library are shown in the left column. The column on the right indicates the response to the question "What would you like to use the post library for in the future?"

RESPONSES:	<u>CURRENT USE</u>	<u>FUTURE USE</u>
Education - Study purposes	15%	13% (-)
Read and/or borrow books	15	12 (-)
None	15	8 (-)
Research, reference	11	10 (-)
Self-improvement	11	10 (-)
Use magazines, newspapers	7	7 (-)
Relaxation	6	6 (-)
Listen and/or borrow records, tapes	4	6 (+)
Keep current with events	4	4 (+)
Video cassette program	3	5 (+)
Mission support needs	3	3 (+)
Video discs	2	4 (+)
Computer terminals-study, personal use	.8	5 (+)
War Games	.6	2 (+)
Other	.5	.4 (-)

Attendance at special programs	.4	2 (+)
Art prints	.4	1 (+)
8/16 mm films	.2	.5 (+)
Large print books	.2	.4 (+)

--The percentage of responses indicated that those who did not wish to use the library dropped from 15% to 8%.

--The top four uses (education-study, read and/or borrow books, research, reference and self-improvement) remained the same though there was a drop in the percentage of future users from 53% to 45%.

--The services desired with the largest gains for desired future use include computer terminals (+4%), video cassettes (2%), video discs (2%), war games (2%), special programs (2%) and listen and/or borrow records, tapes (1%).

--The major items listed under "Other" current use included copy machines, used by family members, typewriters, atmosphere (non-military), paperback book exchange and income tax forms.

--The future use "Other" included copy machines, used by family members, typewriters, investment materials, videos, computers and paperback exchange. While videos and computers were listed for check off on the chart, there was a heavy write in response for those two programs.

3. I use the Army Post Library:

o Not at all	o 2-4 times a week
o A few times a year	o 1 or more times a week

--Of those responding to the survey, the following user pattern was indicated:

Few times a year	40%
One or more times a week	16
Two - four times a month	12
Never	32

4. What are your reasons for NOT using the Army Post Library more often?

- | | |
|---|-----|
| o Does not apply; I use the Post Library as often as my time allows | 39% |
| o I use the Library as often as I need to | 25 |
| o Not interested in using the library | 11 |
| o Library is too crowded | 10 |
| o Did not know there was a Post Library | 5 |
| o Library is too far from where I live | 4 |
| o No time for using the Post Library | 2 |
| o Library offers nothing I like | 1 |
| o Operating hours do not fit my schedule | .5 |
| o Other | 3 |

--64% users indicated they used as time allows or when needed.

--21% indicated lack of time or lack of interest were the two main reasons for not using.

--The majority of the "other" comments were related to the lack of variety of materials. The second highest response was that other libraries on post (academic or technical) were used.

5. I use civilian public libraries:

- | | |
|----------------------|--------------------------|
| o Not at all | o 2-4 times a month |
| o A few times a year | o 1 or more times a week |

Never	76%
Few times a year	18
Two to four times a month	4
One or more times a week	1

6. What are your reasons for using civilian public libraries?

- o Does not apply; I have not used civilian public libraries
- o Get away from the military environment
- o Chance to meet non-military people
- o Opportunity to try new places
- o More convenient operating hours
- o Closer to where I live
- o Atmosphere, decor, furnishings
- o Quality of service/attitude of employees
- o Cleanliness of library
- o More activities to use and/or to borrow
- o Better selection records, tapes
- o Better selection books, magazines
- o Other

--Reasons for using civilian public libraries:

NA - do not use civilian public libraries	63%
Better selection books, magazines	6
Closer to where I live	6
More activities to use, to borrow	3
Get away from military environment	4
More convenient operating hours	3
Opportunity to try new places	3
Better selection records, tapes	2
Atmosphere, decor, furnishings	2
Other	2
Chance to meet nonmilitary people	2
Quality of service, attitude of employees	2
Cleanliness of library	.9

--The majority of the "other" comments were for better selection of reference with the second highest better or larger selection of materials.

7. In general, how satisfied are you with the local Post Library?

- o Very satisfied o Neutral o Very dissatisfied
o Satisfied o Dissatisfied

Satisfied	88%
Neutral	18
Dissatisfied	4

How would you rate EACH of the following:

	Very Good	Good	Average	Poor	Very Poor	Do Not Know
8. Ease that staff can be contacted for assistance						
9. Knowledge of staff						
10. Attitude of staff						
11. Cleanliness of library						
12. Atmosphere, decor, furnishings						
13. Operating hours						
14. Variety of books for children						
15. Variety of books for adults						
16. Variety of magazines for adults						
17. Variety of musical records, tapes						
18. Usefulness of reference services						
19. Currency of materials in support of education						

8. EASE OF STAFF:

Very good/good	74%
Average	17
Poor/very poor	1
Don't know	8

9. KNOWLEDGE OF STAFF:

Very good/good	71%
Average	18
Poor/very poor	2
Don't know	9

10. ATTITUDE OF STAFF:

Very good/good	72%
Average	18
Poor/very poor	3
Don't know	7

11. CLEANLINESS OF LIBRARY:

Very good/good	77%
Average	15
Poor/very poor	1
Don't know	6

12. ATMOSPHERE/DECOR:

Very good/good	67%
Average	23
Poor/very poor	4
Don't know	7

13. OPERATING HOURS:

Very good/good	60%
Average	26
Poor/very poor	7
Don't know	7

14. VARIETY OF BOOKS FOR CHILDREN:

Very good/good	48%
Average	18
Poor/very poor	8
Don't know	30

15. VARIETY OF BOOKS FOR ADULTS:

Very good/good	63%
Average	24
Poor/very poor	5
Don't know	8

16. VARIETY OF MAGAZINES FOR ADULTS:

Very good/good	59%
Average	25
Poor/very poor	4
Don't know	13

17. VARIETY OF MUSICAL RECORDS, TAPES:

Very good/good	42%
Average	23
Poor/very poor	8
Don't know	27

18. USEFULNESS OF REFERENCE SERVICES:

Very good/good	62%
Average	24
Poor/very poor	4
Don't know	11

19. CURRENCY OF MATERIALS IN SUPPORT OF EDUCATION:

Very good/good	55%
Average	25
Poor/very poor	5
Don't know	16

20. What changes do you feel would most improve the Post Library?

- | | |
|--|--|
| <input type="radio"/> Better building/equipment | <input type="radio"/> Longer operating hours |
| <input type="radio"/> Greater variety of materials | <input type="radio"/> Better location |
| <input type="radio"/> More cooperation from staff | <input type="radio"/> Special programs |
| <input type="radio"/> Additional staff | <input type="radio"/> Other |

--Changes that would most improve the library:

Greater variety of materials	30%
Longer operating hours	23
Better building, equipment	16
Special programs	12
Better location	5
Additional staff	5
More cooperation from staff	3
Other	6

--The top three needs for improving the library are the same as the 1975 survey. Library users are more concerned with materials and their access than the facility.

--The items most listed in the "other" column in priority order were computer terminals, bigger building, video tapes, updated books, more books and the need for more publicity.

SUMMARY

--Library users by grade level:

E1-E4	44%
E5-E9	44
W1-03	9
04-06	6

--Library users:

Live on post	59%
Live off post	42

--Library users were:

Male	86%
Female	14

--Education level of survey respondents who use the library:

High School diploma or GED	52%
Some college	30
College graduates	9
Some graduate study	7
Less than high school diploma	2

--Marital status:

Now married	59%
Never been married or separated/divorced or widowed	41

--Racial-ethnic background:

White, non-Hispanic	59%
Black, non-Hispanic	29
Hispanic	7
American Indian and Alaskan	.8
Asian and Pacific Islands	2
Other	2

I. MUSIC AND THEATRE PROGRAM

1. Which activities have you attended or participated in at your CURRENT post, installation, or military community?

- ☐ None
- ☐ I have attended (as a member of the audience) an Army-sponsored stage play, dinner theatre, musical, band concert, or variety show
- ☐ I have participated as an actor, actress, singer, musician, dancer, director, designer, or technician
- ☐ I have participated in drama, music, dance class, or technical theatre
- ☐ Some other activity in the local Army music and theatre program (explain)

--The survey indicates that approximately 20% of the military community participate in some form of Army Entertainment activities. As would be expected, most of those are spectators. But a surprisingly high percentage, when compared to the country as a whole, participate as performers. The 20% of the military community that use Army Entertainment match to within a few percentage points the demographics of the survey at large. That is, there is an equitable representation of all demographic groups in Army Entertainment activities.

--The demographic data also proves that a long held assumption is false. It is assumed by most commanders that the make-up of audiences is primarily senior NCOs and officers. According to the survey, of those who use Army Entertainment activities, 72% are E1-E6 and 28% are E7-06. The demographics also show that the Entertainment Program appeals to the young married soldiers and their families: 56% of the users are married and 50% are under 30. In addition, half of the users have at least some college.

2. Which activities would you like to attend or participate in the future? (Mark all that interest you, including those that you attend or participate in now.)

- ☐ None
- ☐ Attend (as a member of the audience) an Army sponsored play, dinner theatre, musical, band concert, or variety show)
- ☐ Participate as an actor, actress, singer, musician, dancer, director, or designer
- ☐ Participate in drama, music, dance class, or technical theatre
- ☐ Other

--The responses show that a dramatic increase in participation, from 20% to 47% of the military community, can be expected in the future. But what is not known is what factors would have a positive influence on participation. Are the survey percentages a clear indicator of future use or merely an indicator of interest which must then take its place among other priorities the respondents set for use of their free time. Lacking any further data, the latter must be assumed. But it can be unequivocally stated that the survey shows a larger motivated market exists for Army Entertainment.

3. I have attended or participated:

- o Not at all
- o 2-4 times a month
- o A few times a year
- o 1 or more times a week

--Of those who participate in entertainment activities, the large percentage who replied "a few times a year" (18%) is another indicator that most of the users are spectators. It can also be inferred by the frequency that those who indicated "1 or more times a week" (1%) are actively involved in either a music or theatre group, involved in many rehearsals as well as performances. It can then be concluded that approximately 1% of the military community contributes in an active way to the entertainment and recreation of nearly 20%. A total of 78% stated that they do not attend or participate in music or theatre activities.

4. What are your reasons for NOT attending or participating more often?

- o Does not apply; I attend and/or participate as often as my time allows
- o Not interested in music and theatre
- o Facility is too crowded
- o Activities I like are not offered
- o Cost to attend or participate is too high
- o Activities are too far from where I live
- o No time for music and theatre activities
- o Did not know music and theatre activities were offered
- o Other

--33% indicated that they are not interested and 24% indicated that they already use Army Entertainment programs as often as time allows. Add to that total the 16% who stated that they have no time for Entertainment activities and there is a potential additional market of 27% of the population. At least a part of that 27% could be considered a soft market (8% stated that they did not know music and theatre

activities were offered!). In addition, 1% indicated that it costs too much to participate - an extremely low figure, so most of the participants feel that they get value for the fees and charges imposed.

5. I attend and/or participate in civilian music and theatre activities:

- o Not at all
- o A few times a year
- o 2-4 times a month
- o 1 or more times a week

--The frequencies listed here are very similar to those shown in #3. 4% fewer people stated that they do not participate in or attend civilian entertainment activities. Conversely, this can mean that some of those who won't participate in on post programs, do participate in off post activities. Because of the close similarity in the rest of the responses, it is safe to assume that many of the same people who participate in on post entertainment activities also get involved off-post.

6. What are your reasons for attending and/or participating in civilian music and theatre activities?

- o Does not apply; I have not attended or participated in civilian music and theatre activities
- o Availability of food and/or beverage
- o Get away from the military environment
- o Opportunity to try new places
- o Chance to meet non-military people
- o Entertainment offered
- o Cleanliness of facility
- o More convenient operating hours
- o Activities are closer to where I live
- o Cost to attend or participate is cheaper
- o Use of major credit cards
- o Quality of production
- o Quality of service/attitude of employees
- o Other

--Of those who attend or participate in civilian music or theatre activities, the largest percentages do so because of the entertainment offered (11%); to get away from the military environment (7%); the opportunity to try new places (6%) and the quality of production (5%). The rest of the responses are all 2% or less.

7. In general, how satisfied are you with local Army music and theatre?

- ☐ Very satisfied ☐ Neutral ☐ Very dissatisfied
☐ Satisfied ☐ Dissatisfied

--The users/participants in Army Entertainment programs are generally positive in their rating with only 9.5% indicating some level of dissatisfaction. 41% state that they are at least satisfied with the program and 49% are neutral.

How would you rate EACH of the following:

- | | Very
Good | Good | Average | Poor | Very
Poor | Know |
|--|--------------|------|---------|------|--------------|------|
| 8. Ease that staff can be contacted for assistance | | | | | | |
| 9. Knowledge of staff | | | | | | |
| 10. Attitude of staff, employees | | | | | | |
| 11. Cleanliness of facility | | | | | | |
| 12. Operating hours | | | | | | |

--The service received at Army Entertainment facilities is rated average or above. At least 34% rated all the above elements above average, with only 4% stating that service was less than average. Somewhat of a mystery is the 36% that replied they "do not know." The highest ratings were received for the attitude of staff, and the cleanliness of the facility; and the least favorable were for operating hours.

How would you rate EACH of the following:

- | | Very
Good | Good | Average | Poor | Very
Poor | Know |
|---|--------------|------|---------|------|--------------|------|
| 13. Quality of production | | | | | | |
| 14. Availability of musical instruments | | | | | | |
| 15. Variety of musical instruments | | | | | | |
| 16. Quality of musical instruments | | | | | | |
| 17. Cost to attend or participate | | | | | | |

--The quality of production is rated above average by 37% and average by 24%, with only 5% rating it less than average. The music center comes out very well with 48% rating all elements average or

above. The fees and charges are rated very well with a 59% positive reply and only a 3% negative reply. Here again, those who replied "do not know" range from 34-46%.

SUMMARY

--One of the most important aspects to arise out of the survey is the potential market for Army Entertainment programs. In question #4, only 33% of the respondents stated that they were not interested in music or theatre. This leaves a potential market of 67%. This fact, coupled with the responses in question #2 where 47% stated a desire to participate in the program, indicates a very real possibility to increase participation. This potential increase goes across the board, from spectators to performers to attendance at classes. And, as stated previously, much of that potential market is "soft." That is, the reasons for not participating (question #4) are not strong and could be easily addressed through an aggressive marketing program. Add to that a minor adjustment in programming and an installation should be able to increase the participation in Entertainment programs. But the most important fact is that the military community definitely shows a desire for such programs and since that desire exists it is up to the local program manager to fill that desire.

--Another interesting aspect is the reaction to fees and charges in the Army Entertainment program. In question #4, only 1.2% stated that participation costs too much and in #6, only .5% stated that they use civilian activities because they are cheaper. Furthermore, the replies to #17 show that only 3.7% indicate that costs are less than average. Basically this entire issue boils down to "perception of value." If the user feels that good value is received for the money paid, then the perception is good. So within reasonable limits, it's not really the fee charged but rather the amount and quality of service provided for that fee.

--The last point that must be highlighted is the level of satisfaction with Army Entertainment programs/activities. In questions 7-12, the negative responses are very low. However, those in the neutral/average categories are comparatively high. The range is 23%-27% in #8-12 and 49% in #7. The easiest and best way to build and expand program participation is through word of mouth advertising. In order for this to work, the user must be enthusiastic in his/her reaction to the program. In other words, programs, productions and services must be improved in order to increase the "better than average" and "very satisfied" responses. In stating this, it is understood that by their very nature, music and theatre are highly subjective. Nonetheless, an improvement in quality and service will show definite results.

J. OUTDOOR ATHLETIC ACTIVITIES

1. Which activities have you used at your CURRENT post, installation, or military community?

- | | |
|---|---------------------------------------|
| <input type="radio"/> None | <input type="radio"/> Softball |
| <input type="radio"/> Baseball | <input type="radio"/> Swimming pool |
| <input type="radio"/> Football (flag/touch) | <input type="radio"/> Tennis |
| <input type="radio"/> Football (tackle) | <input type="radio"/> Track and field |
| <input type="radio"/> Golf | <input type="radio"/> Volleyball |
| <input type="radio"/> Jogging | <input type="radio"/> Other |
| <input type="radio"/> Soccer | |

--Over 55% of the respondents listed activities that are centered around the multi-court/field complex. Over 12% listed swimming pools. Are hours of operations for recreational swimming satisfying the demand of the patrons? Are learn-to-swim programs available?

2. Which activities would you like to use in the future? (Mark all that interest you, including those that you use now)

- | | |
|---|---------------------------------------|
| <input type="radio"/> None | <input type="radio"/> Softball |
| <input type="radio"/> Baseball | <input type="radio"/> Swimming pool |
| <input type="radio"/> Football (flag/touch) | <input type="radio"/> Tennis |
| <input type="radio"/> Football (tackle) | <input type="radio"/> Track and field |
| <input type="radio"/> Golf | <input type="radio"/> Volleyball |
| <input type="radio"/> Jogging | <input type="radio"/> Other |
| <input type="radio"/> Soccer | |

--A 4-5% increase in swimming pool activities might mean the hours of operation are not satisfying the demand. Any significant increase in future activities could mean what is being offered presently is not enough. Consider - are the organized leagues turning people away because they are filled to capacity?

3. I use local Army outdoor athletic activities:

- | | |
|--|--|
| <input type="radio"/> Not at all | <input type="radio"/> 2-4 times a month |
| <input type="radio"/> A few times a year | <input type="radio"/> 1 or more times a week |

--Over 55% of the respondents indicate they either never, or only a few times a year, participate in outdoor athletic activities. Consider announcing outdoor athletic activities through all available media outlets on post. Unit A&R NCO's could also assist in getting the word out. Efforts should be made to make the programs as attractive and widely publicized as possible. Are commanders at all levels informed of what activities are available and programmed for organized or self directed use?

4. What are your reasons for NOT using those activities more often?

- o Does not apply; I use them as often as my time allows
- o Some (all) activities I use are seasonal
- o Not interested in outdoor athletic activities
- o Playing areas, courts, courses, etc. are too crowded
- o Cost too much
- o Activities I like are not offered
- o Activities are too far from where I live
- o Operating hours do not fit my schedule
- o No time for outdoor athletic activities
- o Did not know outdoor athletic activities were offered
- o Other

--Approximately 12% indicated no interest in activities offered and playing areas are too crowded. Consider offering more activities respondents have shown an interest in, and schedule activities to reduce the overflow at facilities.

5. I use civilian outdoor athletic activities:

- o Not at all
- o A few times a year
- o 2-4 times a month
- o 1 or more times a week

--Approximately 32% of the respondents use civilian facilities. Determine why. If the reason is the civilian programs offer programs that are not available at Army facilities, consider offering the same programs. However, be sure that the Army program approximates the quality of the civilian programs.

6. What are your reasons for using civilian outdoor athletic activities?

- o Does not apply; I have not used civilian outdoor athletic activities
- o Availability of food and/or beverage
- o Get away from the military environment
- o Chance to meet non-military people
- o Opportunity to try new places
- o More convenient operating hours
- o Cost is cheaper
- o Closer to where I live
- o Quality of service/attitude of employees
- o Upkeep of fields, courses, courts
- o Other

--Approximately 32% of the respondents indicated they use civilian activities because of certain amenities that are not available at Army activities; e.g., availability of food, quality of service, upkeep of facilities. Consider upgrading Army activities, where feasible, to the standards of civilian programs.

7. In general, how satisfied are you with local Army outdoor athletic activities?

- | | | |
|--------------------------------------|------------------------------------|---|
| <input type="radio"/> Very satisfied | <input type="radio"/> Neutral | <input type="radio"/> Very dissatisfied |
| <input type="radio"/> Satisfied | <input type="radio"/> Dissatisfied | |

--10% of those responding indicated they are dissatisfied or very dissatisfied with the outdoor athletic activities. Another 30% indicated the program doesn't make any difference to them. Consider providing a program that would capture the interest of this large block of personnel. Use the results of previously asked questions to provide activities they are interested in.

How would you rate EACH of the following:

- | | Very
Good | Good | Average | Poor | Very
Poor | Know |
|--|--------------|------|---------|------|--------------|------|
| 8. Ease that staff can be contacted for assistance | | | | | | |
| 9. Knowledge of staff | | | | | | |
| 10. Attitude of employees | | | | | | |
| 11. Upkeep of fields, courses, courts, etc. | | | | | | |
| 12. Variety of equipment | | | | | | |
| 13. Quality of equipment | | | | | | |
| 14. Availability of equipment | | | | | | |
| 15. Cost to use equipment | | | | | | |

8. EASE THAT STAFF CAN BE CONTACTED FOR ASSISTANCE:

--10% of those responding indicated it is difficult to obtain staff assistance at Army outdoor athletic activities. Consider training the staff to be more responsive to the needs of the patrons they are serving, and that adequate and trained staff personnel operate the facility.

9. KNOWLEDGE OF STAFF:

10. ATTITUDE OF EMPLOYEES:

--9% indicate the knowledge and attitude of the staff at Army activities are poor to very poor. This perception by the patrons can be changed with staff training. The staff must be sensitive to the needs of the patrons.

11. UPKEEP OF FIELDS, COURSES, COURTS, ETC:

--13% of those responding indicated a dissatisfaction with the upkeep of facilities. This would indicate facilities in disrepair and unclean. Consider orderly schedule of maintenance, daily police of areas and periodic inspections.

12. VARIETY OF EQUIPMENT:

--14% indicated a dissatisfaction with the variety of equipment available. This could be one of the variables driving personnel to civilian activities. Consider procuring state of the art equipment. Approximate what the civilian activities are offering.

13. QUALITY OF EQUIPMENT:

--13% indicated the quality of equipment to be a problem. Equipment available in the Federal Supply System is not always the best or most popular in use. Consider procuring state of the art equipment.

14. AVAILABILITY OF EQUIPMENT:

--15% of those responding indicated a dissatisfaction with the availability of equipment. Again, this could be a factor in driving military personnel to civilian activities. Consider determining the correct amount of equipment necessary to run activities by using experience factors.

15. COST TO USE EQUIPMENT:

--AR 215-2 states normally fees and charges will not be assessed for group IIIB 1 activities that are considered indispensable to the morale and welfare of the service member. Sports is a group IIIB 1 activity. However, it appears from the survey, installations are assessing fees and charges in the sports area. Consider what, if any, fees are being assessed. Determine if they are IAW AR 215-2.

K. OUTDOOR RECREATION PROGRAM

1. Which activities have you used at your CURRENT post, installation, or military community?

- o None
- o Archery
- o Bike paths
- o Camp grounds
- o Challenge activities (kayaking, mountain climbing, hand gliding, scuba diving, and raft races)
- o Equipment check-out center
- o Fishing
- o Flying and parachuting
- o Garden plots
- o Go-cart tracks
- o Hunting
- o Motor sports (auto and motorcycle racing, and off-road racing)
- o Nature centers and trails
- o Parks
- o Recreational lodging (cabins and cottages)
- o Riding stables
- o Skeet and trap shooting
- o Swimming areas (beaches)
- o Travel camp (for recreation vehicles and camping)
- o Volksmarching
- o Water skiing and power boating
- o Winter sports (skiing and ice skating)
- o Other

--The 10 most used outdoor recreation activities and facilities Army-wide are listed below in order of ranking:

1. Parks
2. Fishing
3. Swimming areas (beaches)
4. Equipment check-out center
5. Campgrounds
6. Volksmarching
7. Hunting
8. Nature center and trails
9. Bicycling
10. Winter sports

--High utilization of equipment check-out centers indicates that they are now available at most installations and are meeting a need.

--The very high ranking for volksmarching (even though this activity is not conducted at all installations), indicates very high participation where this activity is offered.

--Other than lower participation in hunting by women, there was surprisingly little difference in activity ranking between men and women, by personnel of different racial groups, or by grade.

2. Which activities would you like to use in the future? (mark all that interest you, including those that you use now)

- | | |
|---|--|
| <input type="radio"/> None | <input type="radio"/> Nature centers and trails |
| <input type="radio"/> Archery | <input type="radio"/> Parks |
| <input type="radio"/> Bike paths | <input type="radio"/> Recreational lodging (cabins & cottages) |
| <input type="radio"/> Camp grounds | <input type="radio"/> Riding stables |
| <input type="radio"/> Challenge activities | <input type="radio"/> Skeet and trap shooting |
| <input type="radio"/> Equipment check-out counter | <input type="radio"/> Swimming areas (beaches) |
| <input type="radio"/> Fishing | <input type="radio"/> Travel camp (rec vehicles & camping) |
| <input type="radio"/> Flying and parachuting | <input type="radio"/> Volksmarching |
| <input type="radio"/> Garden plots | <input type="radio"/> Water skiing and power boating |
| <input type="radio"/> Go-cart tracks | <input type="radio"/> Winter sports (skiing & ice skating) |
| <input type="radio"/> Hunting | <input type="radio"/> Other |
| <input type="radio"/> Motor sports | |

--The top ten activities for future use are listed below in order of ranking:

1. Fishing
2. Swimming areas (beaches)
3. Parks
4. Riding stables
5. Campgrounds
6. Hunting
7. Recreational lodging
8. Go-cart tracks
9. Water skiing and power boating
10. Bike paths

--95.8% of Army personnel indicate they intend to use the Army Outdoor Recreation Program in the future.

--The high ranking for riding stables and go-cart tracks as future use activities indicates that they should be considered for establishment at installations which do not currently have them.

--The combined high ranking for parks, swimming beaches, campgrounds, water skiing and power boating, bike paths, and recreational lodging indicates that destination type, water oriented outdoor recreation areas with overnight lodging are very much in demand, would be very well utilized, and should be considered for establishment where not currently available and possible expansion where they are currently operated.

3. I use those activities:

- o Not at all
- o A few times a year
- o 2-4 times a month
- o 1 or more times a week

--Currently 60% of military personnel participate in the Outdoor Recreation Program.

Men	85%
Women	15
Live on-post	58
Enlisted	87
Officers	13
18-25 years	48
26-35 years	36
36 and over	16
Participate one or more times per week	9
Participate once a week or once every two weeks	24
Participate only a few times each year	67

--We can increase both the number of people using the program and the frequency of their participation.

4. What are your reasons for NOT using those activities more often?

- o Does not apply; I use them as often as my time allows
- o Not interested in outdoor recreational activities
- o Activity is too far from where I live
- o Activities I like are not offered
- o No time for outdoor recreation activities
- o Activity is too crowded
- o Operating hours do not fit my schedule
- o Some (all) activities I use are seasonal
- o Cost too much
- o Did not know these activities were offered
- o Other

--The reasons most often given for not using Army outdoor recreation activities are listed in rank order as follows:

1. Activities I like are not offered
2. No time
3. Activities I like are seasonal

--These results indicate that to increase participation, the most important requirement is to increase the variety of activities offered.

--In addition to the above reasons given for not participating more, 6.8% of Army personnel indicated that they did not know these activities were available, which raises the age old problem of how do we better get the word out on what is available?

5. I use civilian outdoor recreation activities:

- o Not at all
- o A few times a year
- o 2-4 times a month
- o 1 or more times a week

--50% of military personnel utilize civilian outdoor recreation activities. Most personnel use these facilities only a few times a year.

6. What are your reasons for using civilian outdoor recreational activities?

- o Does not apply; I have not used civilian outdoor rec activities
- o Availability of food and/or beverage
- o Opportunity to try new places
- o Chance to meet non-military people
- o Get away from the military environment
- o More convenient operating hours
- o Quality of service/attitude of employees
- o Cleanliness of facility, rec area
- o Activity is closer to where I live
- o Cost to use equipment, materials are cheaper
- o Quality of equipment, materials
- o Variety of equipment, materials
- o Availability of equipment, materials
- o Other

--The top five reasons given for using civilian outdoor recreation facilities are:

1. Opportunity to try new places
2. Get away from the military environment
3. Chance to meet non-military people
4. Activity closer to where I live
5. More convenient operating hours

--Two of the above reasons indicate an opportunity to gain participants at Army facilities by improvements in our operations.

--First, we should make all our recreational activities as non-military as possible; for example, our personnel must be service-oriented, helpful and polite; equipment and facilities should not be painted military colors; signage should not be a turn-off. Negative signage, just as negative attitudes of personnel waiting on or instructing users, can spoil the recreational experience.

--Second, we must (with reasonable limits) assure that our operating hours are convenient to as many personnel as possible.

7. In general, how satisfied are you with local Army Outdoor Recreational activities?

☐ Very satisfied ☐ Neutral ☐ Very dissatisfied
☐ Satisfied ☐ Dissatisfied

Very satisfied	10.2%
Satisfied	46.8
Neutral	30.4
Dissatisfied	9.4
Very dissatisfied	3.2

--Here we see that over half of our users are satisfied or very satisfied. The percentage of users indicating they are very satisfied, dissatisfied, or very dissatisfied will probably remain reasonably consistent in the survey process. However, the 30% who indicate they are neutral can and should be pushed up into satisfied or very satisfied category.

How would you rate EACH of the following:

	<u>Very Good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Do Not Know</u>
8. Ease that staff can be contacted for assistance	10	32	33	5	2	18
9. Knowledge of staff	11	32	32	5	1	19
10. Attitude of employees	11	32	33	5	2	17
11. Upkeep of rec area, facility	12	34	33	6	2	13
12. Operating hours	8	30	37	9	3	14
13. Variety of equipment, materials	9	30	35	8	2	15
14. Quality of equipment, materials	9	30	36	8	2	15
15. Availability of equipment, materials	8	29	36	9	3	15
16. Cost to use equipment, materials	13	29	34	4	2	18

--On the whole these are good marks, with best scores given for availability, knowledge, and attitude of staff, costs to the user, and upkeep of areas.

--Poorest marks were given to availability of equipment and operating hours. In most cases the lack of equipment and restrictions on operating hours result from insufficient funds to stock and staff the facilities. There are no easy answers to this answer. The two most obvious solutions are: increased appropriated funds and/or increased fees and charges. Both of these should be considered.

SUMMARY

--These survey results indicate a high degree of interest in and demand for outdoor recreation. 95.8% of Army personnel indicate they intend to use the Army Outdoor Recreation program in the future. This represents a 35% increase over the number currently utilizing the program. To turn this intention into a reality will require program development and improvement.

--Using preferences indicated in this survey and results of locally conducted surveys, increase the outdoor recreation facilities and scope of activities offered to the military community. As a guide, a good outdoor program should offer at least 60% of facilities/activities listed in questions 1-2 above. An excellent program should include at least 75% and an outstanding program not less than 90% of these activities and facilities. (This assumes a natural environment that will support these activities).

--Conduct on-going program of instruction, introductory activities and special events to maintain interest and encourage new participants. Merely operating facilities is not enough. The key to successful outdoor recreation programming is employment of a qualified OR programmer to plan, organize, and carry out these activities on a year round basis.

--Plan and construct well designed facilities. Give priority consideration to developing community parks which consolidate as many outdoor recreation facilities and activities as possible in a single location.

--Service is of paramount importance. Well trained staff with positive, helpful attitudes have a tremendous impact on user satisfaction. Outdoor recreation activities are well suited for total fitness and as family activities. It is important that we expand and improve outdoor recreation activities to better serve the military family and the Army community.

L. RECREATION CENTER PROGRAM

1. Which activities have you used at your CURRENT post, installation, or military community?

- | | |
|--|--|
| <ul style="list-style-type: none">o Noneo Billiards/poolo Bingoo Classes (judo, dance, music, etc)o Danceso Exhibits, demonstrations, guest speakerso Flea marketso Ping pongo Video games | <ul style="list-style-type: none">o Roller skatingo Table games (chess, checkers, cards, board games)o Watch televisiono Play musical instrumentso Listen to musico Traveling and tour programso Other |
|--|--|

--Of those who responded to the survey, recreation center activities currently used most are billiards (15%), video games (13%), television viewing (12%) and ping pong (7%).

--Special interest classes such as judo, dance and music were the least used activities (2%).

--Of those who indicated they used the recreation center, 85% were in grade3s E1-E6.

--Of those who indicated they used the recreation center, approximately one-third (31%) were under age 21. 29% of the users are ages 21-25.

--64% of users indicated they lived on post.

--51% of users are married.

--85% of those who used the recreation center were male.

2. Which activities would you like to use in the future? (Mark all that interest you, including those you use now)

- | | |
|---|---|
| <ul style="list-style-type: none">o Noneo Billiards/poolo Bingoo Classes (judo, dance, music)o Danceso Exhibits, demonstrations, guest speakerso Flea marketso Ping pongo Video games | <ul style="list-style-type: none">o Roller skatingo Table games (chess, cards, etc.)o Watch televisiono Play musical instrumentso Listen to musico Traveling and tour programso Other |
|---|---|

--Of those who responded to the survey, recreation center activities most likely to be used in the future are travel and tour programs (11%), billiards (10%), video games (9%), roller skating (8%), television viewing (7%), and participation in classes (7%).

--Center activities least likely to be used in the future are exhibits/demonstrations, bingo, playing musical instruments and dances.

3. I use Army recreation center activities:

- o Not at all
- o A few times a year
- o 2-4 times a month
- o 1 or more times a week

Not at all	34%
Few times a year	37
2-4 times a month	18
1 or more times a week	11

4. What are your reasons for NOT using the activities more often?

- o Does not apply; I use them as often as my time allows
- o Not interested in rec center activities
- o Operating hours do not fit my schedule
- o Cost too much
- o Rec center is too far from where I live
- o No time for rec center activities
- o Rec center is too crowded
- o Activities I like are not offered
- o Did not know there was a rec center
- o Little or no programs for my family
- o Other

--36% indicated they use the recreation center as often as time allows.

--Not interested in recreation center activities was the response given by 17%.

--14% indicated they had no time for recreation center activities.

--9% indicated that operating hours did not fit their schedule.

--Only 1% indicated that it costs too much.

5. I use civilian recreation center activities:

- ☐ Not at all
- ☐ A few times a year
- ☐ 2-4 times a month
- ☐ 1 or more times a week

Not at all	68%
Few times a year	20
2-4 times a month	8
1 or more times a week	4

6. What are your reasons for using civilian recreation center activities?

- ☐ Does not apply; I have not used civilian rec center activities
- ☐ Availability of food and/or beverage
- ☐ Get away from the military environment
- ☐ Chance to meet non-military people
- ☐ Opportunity to try new places
- ☐ Cleanliness of rec center
- ☐ More convenient hours of operation
- ☐ Quality of service/attitude of employees
- ☐ Cost to use activities is cheaper
- ☐ Rec center is closer to where I live
- ☐ Quality of equipment, materials
- ☐ Variety of equipment, materials
- ☐ Availability of equipment, materials
- ☐ Other

--Do not use civilian recreation center activities was the response given by 49%.

--11% indicated it gave them an opportunity to get away from the military environment.

--Opportunity to try new places was the reason given by 9%.

--8% indicated it provided an opportunity to meet non-military people.

--5% indicated the hours of operation were more convenient.

7. In general, how satisfied are you with the local Army recreation center?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

--60% of users indicated they were satisfied/very satisfied with the local recreation center program. (52% of this group were males.)

--34% of users indicating satisfied/very satisfied with the recreation center program were under age 26.

--50% of users indicating satisfied/very satisfied with the recreation center program were in grades E1-E6.

How would you rate EACH of the following:

	<u>Very Good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Do Not Know</u>
8. Ease that staff can be contacted for assistance	15%	37%	31%	3%	1%	13%
9. Knowledge of staff	13	36	32	4	1	14
10. Attitude of employees	14	36	32	5	2	12
11. Operating hours	10	34	36	8	2	10
12. Cleanliness of center	14	39	32	3	1	10
13. Quality of equipment, materials	11	34	36	7	2	11
14. Variety of equipment, materials	10	32	36	8	2	12
15. Availability of equipment, materials	10	33	36	7	2	12
16. Cost to use equipment, materials	18	31	31	2	1	17

SUMMARY

--For planning purposes, a comparison must be made between those activities currently being used and those indicated as most likely to be used in the future. The travel and tour program, which ranked fifth out of 14 recreation center activities currently being used, was indicated as the program most likely to be used in the future (11%). Roller skating moved up from 11th to the 4th most likely used program in the future. The most significant gain of all programs was the desire to participate in various classes. Current participation is less than 2%, ranking 14th, while future participation is indicated at 7% (ranking 6th).

--This data shows some trends as to future expectations of participants. There is movement towards activities that offer diversity and opportunities to increase skills and knowledge through participation in travel activities, tour programs and a variety of classes. These activities offer potential for both single service members and families.

--Reference use of recreation centers, 34% indicated they did not use the center and 37% used it only a few times a year. The 34% figure could be decreased significantly based on the responses to the question "What are your reasons for not using the recreation center more often?" Seventeen percent indicated they were not interested in the recreation center activities being offered, and another 9% indicated operating hours did not fit their schedule.

--This 17% figure validates the requirement to evaluate the programs offered. There should be an assessment annually of programs and hours of operation to assess if planning and management of the programs are directed to community needs. A strong marketing effort requires continuous coordination with activities on the installation, particularly military units.

--Upgrading the program further enhances the center's position to entice those frequent and occasional users (12%) of civilian recreation centers. Since only 1% indicated it costs too much to use the center, there are opportunities to develop quality programs, at a cost to the user, equal to or better than those being offered in the civilian community. There currently exists an expectation by the community for quality experiences, and planning should be based on providing opportunities which fulfill these interests.

--The need for publicity and program diversification was expressed by many participants in the "other" category. Comments such as "I don't know what activities are offered," "I don't know where the center is located," "There are no family programs offered," etc. strengthens the requirement for the center to be multi-dimensional in programming and promotional efforts.

--"Other" reasons given for not using the centers were "live off post," "designed for singles, not families," "no transportation," "poor equipment," "children cannot attend," "poor quality programs," "nothing for permanent party," "staff is not courteous," "programs developed for enlisted, not officers," and similar responses. Each of these areas addressed can be overcome through constructive planning, evaluation and assessment. If the trend in the center is one in which we continually see the same users, or generally have the same number of participants, this should be an indicator that some changes are necessary. The majority of the negative comments focused on programming, which, in many areas, appears limited (based on the comments). Planning which involves the military community, both adults and youth, males and females, is necessary if all segments of the population are to have an opportunity to participate.

--Many families, particularly in the lower grades, live off post. With limited transportation, they do not have access to the center if they do desire to participate. To ensure this group is not forgotten, our assessment must include the needs and interest of those living off post.

--The response "staff is not courteous" was expressed many times. The responsibility to provide service cannot be over emphasized. Patrons can easily be turned off by negative first impressions and apathetic attitude of the staff. Monitoring staff interactions and their approach to delivering services should be an ongoing process.

--It is not surprising that small games and informal activities such as billiards, television viewing, video games and ping pong ranked high in current usage and projected use. Patrons participated in many of these activities prior to their military service, and the comfort level is relatively high. However, while there is a need to continue to provide these activities, the professional staff must look beyond these repetitive activities and plan programs above this routine level. Informal, self-directed programs are important, but it is the professional staffs' responsibility to respond to a knowledgeable audience seeking leisure experiences that provide significant short and long term benefits.

M. YOUTH ACTIVITIES PROGRAM

1. Which local Army Youth Activities have your child/children participated in?

<u>ORGANIZED SPORTS</u>	<u>CLASSES OF INSTRUCTION</u>	<u>SOCIAL ACTIVITIES</u>	<u>SPECIAL EVENTS</u>
<ul style="list-style-type: none"> o None o Baseball o Basketball o Bowling o Boxing o Cheerleading o Football o Golf o Handball o Hockey o Junior Olympics o Racquetball o Marksmanship o Skeet Shoot o Soccer o Swimming o Tennis o Other 	<ul style="list-style-type: none"> o None o Arts & Crafts o Ballet o Baton o Guitar o Gymnastics o Judo o Karate o Modeling o Photography o Piano o Roller Skating o Tap Dance o Other 	<ul style="list-style-type: none"> o None o Billiards o Bingo o Dances o Day Camps o Dramatics o Field Trips o Ping Pong o Resident Camps o Scouting o Teen Club o Theme Parties o Other 	<ul style="list-style-type: none"> o None o Carnivals o Concerts o Fairs o Marathons o 4th of July o Special Olympics o Other

--Of those responding to the question and subsection, the non-use/use percentages are as follows:

	<u>CURRENT NON-USE</u>	<u>CURRENT USE</u>
Organized Sports	79%	23%
Classes of Instruction	91	9
Social Activities	86	15
Special Events	87	13

--Of those responses indicating use of the program, the top five activities in each category are:

<u>ORGANIZED SPORTS</u>		<u>CLASSES OF INSTRUCTION</u>	
Swimming	18%	Roller skating	18%
Baseball	17	Gymnastics	16
Basketball	12	Arts and Crafts	13
Soccer	12	Karate	13
Bowling & Football	10	Ballet	11

SOCIAL ACTIVITIES

Scouting	19%
Field Trips	19
Dances	17
Teen Club	11
Day Camps	10

SPECIAL EVENTS

Carnivals	36%
4th of July	22
Fairs	19
Concerts	11
Special Olympics	5

2. Which youth activities would your child/children like to use in the future? (Mark all that interest your child/children, including those are are used now.)

ORGANIZED
SPORTS

- ☐ None
- ☐ Baseball
- ☐ Basketball
- ☐ Bowling
- ☐ Boxing
- ☐ Cheerleading
- ☐ Football
- ☐ Golf
- ☐ Handball
- ☐ Hockey
- ☐ Junior Olympics
- ☐ Racquetball
- ☐ Marksmanship
- ☐ Skeet Shoot
- ☐ Soccer
- ☐ Swimming
- ☐ Tennis
- ☐ Other

CLASSES OF
INSTRUCTION

- ☐ None
- ☐ Arts & Crafts
- ☐ Ballet
- ☐ Baton
- ☐ Guitar
- ☐ Gymnastics
- ☐ Judo
- ☐ Karate
- ☐ Modeling
- ☐ Photography
- ☐ Piano
- ☐ Roller Skating
- ☐ Tap Dance
- ☐ Other

SOCIAL
ACTIVITIES

- ☐ None
- ☐ Billiards
- ☐ Bingo
- ☐ Dances
- ☐ Day Camp
- ☐ Dramatics
- ☐ Field Trips
- ☐ Ping Pong
- ☐ Resident Camp
- ☐ Scouting
- ☐ Teen Camp
- ☐ Theme Parties
- ☐ Other

SPECIAL
EVENTS

- ☐ None
- ☐ Carnivals
- ☐ Concerts
- ☐ Fairs
- ☐ Marathons
- ☐ 4th of July
- ☐ Special Olympics
- ☐ Other

--Of those responding to this question, the non-user and future use percentages are as follows:

	<u>FUTURE NON-USER</u>	<u>FUTURE USER</u>
Organized Sports	57%	43%
Classes of Instruction	67	33
Social Activities	69	31
Special Events	72	28

--Of those responding to the question indicating future activity preference the top five activities in each category are:

ORGANIZED SPORTS

Swimming	18%
Baseball	13
Basketball	10
Football	10
Bowling	9

CLASSES OF INSTRUCTION

Roller skating	15%
Karate	14
Gymnastics	13
Arts & Crafts	9
Piano	9

SOCIAL ACTIVITIES

Field Trips	20%
Scouting	17
Day Camps	15
Dances	9
Teen Clubs	9

SPECIAL EVENTS

Carnivals	30%
Fairs	24
4th of July	18
Concerts	16
Special Olympics	6

*NOTE: Survey represents military sponsor activity preference for their children.

3. Your child/children participate in Youth Activities?

- | | | |
|--|--|--|
| <input type="radio"/> Not at all | <input type="radio"/> 4-6 hours a week | <input type="radio"/> 10 hours or more |
| <input type="radio"/> 1-3 hours a week | <input type="radio"/> 7-9 hours a week | <input type="radio"/> a week |

1-3 hours a week	58%
4-6 hours a week	24
7-9 hours a week	9
10 hours or more	9

--64% of the military that responded to this question stated their children never use or participate in Youth Activities.

4. What are the reasons your child/children do NOT participate more often?

- ☐ Does not apply; my child/children participate as much as their time allows
- ☐ My child/children are not interested in youth activities
- ☐ Activities my child/children like are not offered
- ☐ Operating hours do not fit my child's/children's schedule
- ☐ Cost too much to participate
- ☐ Activities are too far from where we live
- ☐ Activities are too crowded
- ☐ Did not know there was a youth activities program offered
- ☐ Other

--By eliminating the "NA - child participates as much as their time allows," the reasons for not using more often are:

- | | |
|--|-----|
| 1. Other (Examples: church or school related activities) | 33% |
| 2. Activities too far from where we live | 24 |
| 3. Operating hours do not fit my child's/children/s schedule | 11 |
| 4. My child/children are not interested in youth activities | 10 |
| 5. Activities my child/children like are not offered | 10 |
| 6. Did not know there was a Youth Activities program offered | 5 |
| 7. Cost too much to participate | 4 |
| 8. Activities are too crowded | 3 |

--It is interesting to note that for the "Activities too far from where we live," 61% of those who responded to the question live on post, and 39% live off post.

5. Your child/children participate in civilian youth activities?

- | | | |
|--------------------|--------------------|--------------------|
| o Not at all | o 4-6 hours a week | o 10 hours or more |
| o 1-3 hours a week | o 7-9 hours a week | a week |

--Once you eliminate the individuals who did not answer the question, and those whose child/children never participate in civilian youth activities (73%), the results are as follows:

- | | |
|------------------|-----|
| 1-3 hours a week | 53% |
| 4-6 hours a week | 26 |
| 7-9 hours a week | 11 |
| 10 hours or more | 11 |

6. What are the reasons your child/children participate in civilian youth activities?

- o Does not apply; my child/children have not used civilian youth activities
- o Get away from the military environment
- o Opportunity to try new places
- o Chance to meet non-military people
- o Upkeep of facility, play areas
- o Cost is cheaper
- o Closer to where I live
- o Activities offered
- o Quality of staff/attitude of employees
- o More convenient operating hours
- o Other

--After eliminating the "NA - My child/children have not used the civilian youth activities" (57%), the results are as follows:

1. Closer to where I live	27%
2. Activities offered	18
3. Opportunity to try new places	11
4. Other	10
5. Get away from the military environment	7
6. More convenient operating hours	7
7. Quality of staff, attitude of employees	6
8. Chance to meet non-military	6
9. Upkeep of facility, play areas	4
10. Cost is cheaper	3

7. In general, how satisfied are you with the local Army Youth Activities?

o Very satisfied o Neutral o Very dissatisfied
o Satisfied o Dissatisfied

--The Youth Activities staff world-wide can be proud of the satisfaction their programs have obtained. The parent/sponsor whose child/children use the Youth Activities rated the programs as satisfied to very satisfied at 55%, compared to the 9% who were dissatisfied to very dissatisfied.

How would you rate EACH of the following:

	<u>Very</u> <u>Good</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>Very</u> <u>Poor</u>	<u>Do Not</u> <u>Know</u>
8. Ease that staff can be contacted for assistance						
9. Knowledge of staff						
10. Attitude of staff						
11. Upkeep of facility, play areas						
12. Quality of equipment, materials						
13. Variety of equipment, materials						
14. Availability of equipment, materials						
15. Variety of activities offered						
16. Cost to participate						
17. Hours of operation						

--The results in general reflect the attitude of the current users.

	VERY GOOD GOOD	VERY POOR POOR
8. Ease that staff can be contacted for assistance	59%	7%
9. Knowledge of staff	58	7
10. Attitude of staff	59	8
11. Upkeep of facility, play areas	54	12
12. Quality of equipment, materials	52	12
13. Variety of equipment, materials	51	12
14. Availability of equipment, materials	50	12
15. Variety of activities offered	53	13
16. Cost to participate	55	8
17. Hours of operation	53	9

SUMMARY

--The MWR survey section on Youth Activities provides some valuable insights in many areas, e.g., military sponsor's perceptions as to why their children do or do not use the Youth Activities programs and facilities. Additionally, the survey results provide information on specific program growth potentials based on current use and future use indicators. This program growth potential is a slightly different calculation from the program preferences indicated in the comparison between question 1 (currently use YA) and question 2 (future use of YA). As an example, the personal preferences indicated in question 1 and 2 show swimming as the top choice in organized sports programs, roller skating for classes of instruction, scouting and field trips for social activities, and carnivals for special events.

--However, when calculating the individual program preference into potential program growth, marksmanship (600%), Junior Olympics (375%), hockey (300%) and tennis (283%) show the most potential for growth in organized sports.

--In the Classes of Instruction sections of Questions 1 and 2, photography (750%), modeling (700%), guitar (666%) show the most potential program growth.

--For social activities, resident camps (433%), drama (400%), theme parties (266%), and day camps (235%) show the most potential for growth, and also seem to be addressing the need of working parents seeking organized and structured programs during the summer months.

--Concerts (214%), Special Olympics (200%), fairs (164%) and marathons (166%) show the most potential for program growth.

--The total YA program growth potential is over 149%, with classes of instruction leading the way at 262% potential increase.

--Analyzing the reasons given for children not using the YA programs indicates that "religious and school related activities" (33%) are the prime reasons (recorded from the "Other" category), with "activities too far from where we live" (24%) being the second highest stated reason for non-use. 27% of those who use civilian youth programs indicated "closer to where we live" as the main reason.

--An area of concern is the ability to reach the 57% of potential future non-users, and converting a portion or all of them into users. It will be necessary to seek out the non-user, living on or off base, and determine if viable new programs can be set up in support of their needs.

--Another concern should be for the staffing and facilities. More staff with specific program responsibilities may be required. An example, classes of instruction with a 262% growth potential may require a recreationally trained contracting officers representative to monitor additional contracted program work load to ensure quality programs.

--We all must be reminded of the fact that the survey provided insights into a parent's perspective on what they needed or thought their children wanted. Youth were not surveyed, so their specific preferences are not readily known or available for evaluation, both user and non-user.

SECTION II. MWR PROGRAM OVERVIEW

Participants were asked "How do each of the following programs help you?" Listed below are the available choices, followed by the top three responses for each program:

Gain job skills
Improve reaction time
Increase job knowledge
Develop teamwork
Increase confidence
Improve morale
Improve physical fitness
Help resolve personal problems

- | | |
|--------------------------------------|---|
| 1. Indoor Athletic (Gym) Activities: | Improves physical fitness
Improves morale
Helps improve reaction time |
| 2. Bowling Activities: | Improves morale
Improves physical fitness
Increases confidence |
| 3. Outdoor Athletic Facilities: | Improves physical fitness
Improves morale
Develops teamwork |
| 4. Outdoor Recreation Activities: | Improves morale
Improves physical fitness
Helps improve reaction time |
| 5. Recreation Center Activities: | Improves morale
Improves physical fitness
Helps improve recreation time |
| 6. Arts & Crafts Activities: | Improves morale
Gain job skills
Increase confidence |
| 7. Music & Theatre Activities: | Improves morale
Increases confidence
Helps improve reaction time |

8. Library Activities:

Increases job knowledge
Gain job skills
Improves morale

9. Club Activities:

Improves morale
Help in resolving
personal problems
Helps improve reaction time

10. Army Community Services:

Help in resolving personal
problems
Improves morale
Increases confidence

11. Child Care Services:

Help in resolving personal
problems
Improves morale
Improve reaction time

12. Youth Activities:

Improves morale
Develops teamwork
Improves physical fitness

13. Army Continuing Education:

Gain job skills
Increases job knowledge
Increases confidence

SECTION III. DEMOGRAPHICS

1. Participants

Surveys (received)	33,853
Surveys (usable)	32,548
MACOMs	12
Installations/communities	116

PARTICIPATING INSTALLATIONS BY MACOM

USAREUR

7th ATC
Ansbach
Augsburg
Aschaffenburg
Bad Kreuznach
Bad Toelz
Bamberg
Baumholder
Berlin
Darmstadt
Frankfurt
Giessen
Goepfingen
Hanau
Heidelberg
Heilbronn
Kaiserslautern
Karlsruhe
Mannheim
NATO/SHAPE
Neu Ulm
Norddeutschland
Pirmasens
Rheinberg
Schweinfurt
Stuttgart
Vicenza
Weisbaden
Wildflecken
Worms
Wuerzburg
Zweibruecken

EIGHTH U.S. ARMY

Camp Casey
Camp Henry
Camp Humphrey
Camp Hovey
Camp Long
Camp Page
Camp Red Cloud
Camp Walker
Hialeah Compound
Yongsan

U.S. ARMY WESTERN COMMAND

Fort Shafter
Schofield Barracks
Tripler Army Hospital

U.S. ARMY JAPAN

Camp Zama
Torii Station

U.S. ARMY FORCES COMMAND

Fort Bragg
Fort Buchanan
Fort Campbell
Fort Carson
Fort Clayton
Fort Devens
Fort Drum
Fort Greely
Fort Gulick
Fort Hood
Fort Indiantown Gap
Fort Lewis
Fort McCoy
Fort McPherson
Fort Meade
Fort Ord
Fort Polk
Fort Richardson
Fort Riley
Fort Sam Houston
Fort Sheridan
Fort Stewart
Fort Wainwright
Hunter Army Air Field
Presidio of San Francisco

U.S. ARMY HEALTH
SERVICES COMMAND

Fitzsimons Army Medical Center
Fort Detrick
Walter Reed Army Medical Center

U.S. ARMY INFORMATION
SYSTEMS COMMAND

Fort Huachuca
Fort Ritchie

U.S. ARMY MILITARY
TRAFFIC COMMAND

Bayonne Military Ocean Terminal
Oakland Army Base

U.S. ARMY TRAINING
AND DOCTRINE COMMAND

Carlisle Barracks
Fort Belvoir
Fort Benjamin Harrison
Fort Benning
Fort Bliss
Fort Dix
Fort Eustis
Fort Gordon
Fort Hamilton
Fort Jackson
Fort Knox
Fort Leavenworth
Fort Lee
Fort Leonard Wood
Fort McClellan
Fort Monroe
Fort Rucker
Fort Sill

U.S. ARMY MATERIEL COMMAND

Aberdeen Proving Ground
Dugway Proving Ground
Fort Monmouth
Letterkenny Army Depot
Natick Research and Development
New Cumberland Army Depot
Picatinny Arsenal
Red River Army Depot
Redstone Arsenal
Rock Island Arsenal
Sacramento Army Depot
Seneca Army Depot
Sierra Army Depot
St. Louis Area Support Center
White Sands Missile Range
Yuma Proving Ground

U.S. ARMY INTELLIGENCE AND
SECURITY COMMAND

Arlington Hall Station
Vint Hill Farms Station

U.S. MILITARY ACADEMY

West Point

2. BY SEX:

MALE	85%
FEMALE	15

3. BY PAY GRADE:

E1	-	2.1%	W1	-	.2%
E2	-	5.7	W2	-	.7
E3	-	11.0	W3	-	.5
E4	-	25.4	W4	-	.2
E5	-	17.7	01	-	.9
E6	-	12.4	02	-	1.7
E7	-	7.9	03	-	4.8
E8	-	2.5	04	-	2.5
E9	-	.8	05	-	2.0
			06	-	1.0

4. RACIAL ETHNIC BACKGROUND:

White	61%
Black	27
Hispanic	7
American Indian/Alaska	1
Asian/Pacific	2
Other	2

5. EDUCATION:

Less than HS diploma	2%
HS or GED Certificate	52
Some college	29
College graduate	8
Graduate study or degree	9

6. DOMEICLE:

On-post	62%
Off-post	38

7. TRAVEL TIME TO WORK:

10 minutes or less	58%
11-20 minutes	28
21-30 minutes	10
31 minutes or more	5

8. TIME AT PRESENT INSTALLATION OR COMMUNITY:

Less than 3 months	9%
At least 3 months, less than 1 year	33
At least 1 year, less than 2 years	30
At least 2 years, less than 3 years	17
3 years or more	10

9. TIME REMAINING ON PRESENT ENLISTMENT/OBLIGATION:

Less than 3 months	6%
3 - 6 months	7
6 - 9 months	7
9 - 12 months	7
1 year - 2 years	25
2 years - 3 years	24
3 years or more	23

10. PLANS ABOUT STAYING IN THE ARMY:

Definitely stay	34%
Most likely to stay	20
Undecided	26
Most likely leave	9
Definitely leave	12

11. TOTAL ACTIVE ARMY SERVICE:

Less than 2 years	18%
2 - 4 years	22
4 - 7 years	19
7 - 12 years	19
12 - 18 years	13
18 - 22 years	5
22 years or more	3

12. AFTER DUTY TIME PER WEEK FOR MWR ACTIVITIES:

Less than 5 hours	28%
5 - 10 hours	32
11-15 hours	17
16 - 20 hours	13
21 or more hours	10

13. MARITAL STATUS:

Never married	33%
Now married	57
Separated	4
Divorced	5
Widowed	.3

14. NUMBER OF FAMILY MEMBERS, BY AGE, RESIDING WITH SPONSOR
(DOES NOT INCLUDE SPOUSE):

<u>AGE</u>	<u>NONE</u>	<u>ONE</u>	<u>TWO</u>	<u>THREE +</u>
Less than 18 months	82%	16%	1%	.6%
19 - 35 months	84	15	1	.5
3 - 5 years	77	19	3	.6
6 - 9 years	79	16	4	.7
10 - 13 years	82	14	4	.8
14 - 16 years	89	8	2	0
17 - 19 years	92	6	1	.7